

EEMA

2500058313

II. E.E.M.A.

*ALGERIA*

*AUSTRIA*

*BAHRAIN*

*BULGARIA*

*CZECHOSLOVAKIA*

*EGYPT*

*FINLAND*

*GABON*

*HUNGARY*

*IVORY COAST*

*KUWAIT*

*MALI*

*MALTA*

*MOROCCO*

*NIGERIA*

*NORWAY*

*OMAN*

*POLAND*

*QATAR*

*REUNION*

*ROMANIA*

*SAUDI ARABIA*

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II. E.E.M.A. (CONT'D)

*SENEGAL*

*SWEDEN*

*SWITZERLAND*

*TUNISIA*

*TURKEY*

*UNITED ARAB EMIRATES DOMESTIC*

*YUGOSLAVIA*

2500058315

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

|   | 1986        | 1987        | 1988        | 1989        | 1990 | 1991 |
|---|-------------|-------------|-------------|-------------|------|------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>     | <b>19.1</b> | <b>18.9</b> | <b>19.6</b> | <b>15.9</b> |      |      |
| <b>PER CAPITA CONSUMPTION</b>                     | <b>852</b>  | <b>820</b>  | <b>810</b>  | <b>641</b>  |      |      |
| <b>COMPANY SHARES (%)</b>                         |             |             |             |             |      |      |
| 1) SNTA   | 89.0        | 92.5        | 92.5        | 90.5        |      |      |
| 2) PHILIP MORRIS                                  | 4.3         | 2.9         | 4.5         | 6.4         |      |      |
| 3) R.J. REYNOLDS                                  | 2.9         | 3.4         | 3.0         | 3.1         |      |      |
| 4) ROTHMANS INTERNATIONAL                         | 3.8         | 1.2         | --          | --          |      |      |
| <b>COMPANY SHARES - INTERNATIONAL SEGMENT (%)</b> |             |             |             |             |      |      |
| 1) PHILIP MORRIS                                  | 39.1        | 38.9        | 60.8        | 67.6        |      |      |
| 2) R. J. REYNOLDS                                 | 26.4        | 45.4        | 39.2        | 32.4        |      |      |
| 3) ROTHMANS INTERNATIONAL                         | 34.5        | 15.7        | --          | --          |      |      |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>   |             |             |             |             |      |      |
| *NOTATIONS: 1) YES                                |             |             |             |             |      |      |
| 2) BANNED   |             |             |             |             |      |      |
| 3) RESTRICTED                                     |             |             |             |             |      |      |
| A) TELEVISION                                     |             | 2           | 2           | 2           | 2    | 2    |
| B) RADIO  |             | 2           | 2           | 2           | 2    | 2    |
| C) NEWSPAPERS                                     |             | 2           | 2           | 2           | 2    | 2    |
| D) MAGAZINES                                      |             | 2           | 2           | 2           | 2    | 2    |
| E) COUPONS  |             | 2           | 2           | 2           | 2    | 2    |
| F) POINT OF SALE                                  |             | 2           | 2           | 2           | 2    | 2    |
| G) BILLBOARDS                                     |             | 2           | 2           | 2           | 2    | 2    |
| H) CINEMA   |             | 2           | 2           | 2           | 2    | 2    |
| I) SAMPLING                                       |             | 3           | 2           | 2           | 2    | 2    |

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EEMA 1

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**(ALGERIA)**

|  |                       | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b> |                       |             |             |             |             |             |             |
| ANSWER EITHER: YES OR NO                     |                       |             |             |             |             |             |             |
| <b>WARNING ON:</b>                           | <b>A) PACKS</b>       |             |             | <b>YES</b>  | <b>YES</b>  | <b>YES</b>  | <b>YES</b>  |
|  | <b>B) CARTONS</b>     |             |             | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   |
|  | <b>C) ADVERTISING</b> |             |             | --          | --          | --          | --          |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>          |                       |             |             |             |             |             |             |
|  | <b>A) PACKS</b>       |             |             | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   |
|  | <b>B) CARTONS</b>     |             |             | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   | <b>NO</b>   |
|  | <b>C) ADVERTISING</b> |             |             | --          | --          | --          | --          |

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EEMA 2

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: AUSTRIA

|  | <b>1986</b> | <b>1987</b>         | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--|-------------|---------------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLION)</b> | <b>15.6</b> | <b>15.2</b>         | <b>14.5</b> | <b>14.1</b> | <b>14.4</b> | <b>14.7</b> |
| <b>POPULATION TOTAL (MILLIONS)</b>           | <b>7.6</b>  | <b>7.6</b>          | <b>7.6</b>  | <b>7.6</b>  | <b>7.6</b>  | <b>7.7</b>  |
| <b>PER CAPITA CONSUMPTION</b>                | <b>2054</b> | <b>2057</b>         | <b>1968</b> | <b>1912</b> | <b>1865</b> | <b>1903</b> |
| <b>SMOKER INCIDENCE</b>                      |             |                     |             |             |             |             |
| <b>% OF TOTAL POPULATION</b>                 | <b>N.A.</b> | <b>31.0</b>         | <b>31.0</b> | <b>31.0</b> | <b>31.0</b> | <b>31.0</b> |
| <b>% OF FEMALE POPULATION</b>                | <b>N.A.</b> | <b>25.0</b>         | <b>25.0</b> | <b>25.0</b> | <b>25.0</b> | <b>25.0</b> |
| <b>% OF MALE POPULATION</b>                  | <b>N.A.</b> | <b>38.0</b>         | <b>38.0</b> | <b>39.0</b> | <b>39.0</b> | <b>39.0</b> |
| <b>COMPANY SHARES %</b>                      |             |                     |             |             |             |             |
| 1) ATW                                       | 71.7        | 71.1                | 68.7        | 65.9        | 71.7        | 71.4        |
| 2) PHILIP MORRIS                             | 6.5         | 7.9                 | 9.5         | 10.9        | 12.5        | 14.4        |
| 3) BAT                                       | 5.5         | 5.1                 | 5.0         | 4.5         | 4.7         | 4.5         |
| 4) REEMTSMA                                  | 4.3         | 4.2                 | 4.3         | 4.3         | 4.1         | 3.8         |
| 5) OTHERS                                    | 12.0        | 11.7                | 12.5        | 14.4        | 7.0         | 5.9         |
| <b>BRAND FAMILY SHARES %</b>                 |             |                     |             |             |             |             |
| <b>TRADEMARK OWNERSHIP</b>                   |             |                     |             |             |             |             |
| <b>BRAND NAME</b>                            |             | <b>MANUFACTURER</b> |             |             |             |             |
| 1)MEMPHIS                                    | ATW         | ATW                 | 16.5        | 18.0        | 18.5        | 19.2        |
| 2)MARLBORO                                   | PM          | ATW                 | 6.5         | 7.8         | 9.4         | 10.8        |
| 3)MILDE SORTE                                | ATW         | ATW                 | 10.5        | 10.6        | 11.6        | 11.6        |
| 4)HOBBY                                      | ATW         | ATW                 | 14.5        | 12.7        | 11.2        | 9.9         |
| 5)FALK                                       | ATW         | ATW                 | 10.7        | 10.0        | 8.9         | 7.4         |
| 6)DAMES                                      | ATW         | ATW                 | 9.6         | 8.5         | 7.3         | 6.7         |
| 7)HB   | ATW         | ATW                 | 5.5         | 5.1         | 5.0         | 4.5         |
| 8)ERNTE 23                                   | REEMTSMA    | ATW                 | 4.3         | 4.2         | 4.3         | 4.3         |
| 9)CASABLANCA                                 | ATW         | ATW                 | ---         | 0.6         | 1.2         | 2.3         |
| 10)MAVERICK                                  | ATW         | ATW                 | ---         | 1.9         | 2.0         | 1.9         |

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EEMA 3

**(AUSTRIA)**

|   | 1986  | 1987  | 1988 | 1989 | 1990 | 1991 |
|---|-------|-------|------|------|------|------|
| <b>MARKET SEGMENTATION%</b>                     |       |       |      |      |      |      |
| <b>FILTER (NON-MENTHOL)</b>                     | 99.5  | 99.6  | 99.6 | 99.7 | 99.0 | 99.1 |
| <b>FILTER MENTHOL</b>                           | ---   | ---   | ---  | ---  | ---  | ---  |
| <b>NON-FILTER</b>                               | 0.5   | 0.4   | 0.4  | 0.3  | 1.0  | 0.9  |
| <b>TASTE CATEGORY SEGMENTATION %</b>            |       |       |      |      |      |      |
| <b>FULL FLAVOR</b>                              | 69.7  | 70.4  | 73.8 | 74.6 | 71.6 | 71.9 |
| <b>LIGHTS</b>                                   | 30.3  | 29.6  | 26.2 | 25.4 | 27.2 | 26.5 |
| <b>SUPERLIGHTS</b>                              | ---   | ---   | ---  | ---  | 1.2  | 1.5  |
| <b>LENGTH SEGMENTATION%</b>                     |       |       |      |      |      |      |
| <b>80-84 MM</b>                                 | 100.0 | 100.0 | 99.9 | 99.7 | 96.9 | 97.0 |
| <b>94 AND 100 MM</b>                            | ---   | ---   | 0.1  | 0.3  | 3.1  | 3.0  |
| <b>PACK COUNT SEGMENTATION %</b>                |       |       |      |      |      |      |
| <b>20 CIGTS/PACK</b>                            | 100   | 100   | 100  | 100  | 100  | 100  |
| <b>PACK TYPE SEGMENTATION %</b>                 |       |       |      |      |      |      |
| <b>SOFT PACK</b>                                | 49.2  | 44.8  | 40.6 | 36.2 | 35.3 | 32.1 |
| <b>FLIP TOP BOX</b>                             | 50.8  | 55.2  | 58.4 | 63.8 | 64.7 | 67.9 |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |       |       |      |      |      |      |
| *NOTATIONS: 1) YES                              |       |       |      |      |      |      |
| 2) BANNED                                       |       |       |      |      |      |      |
| 3) RESTRICTED                                   |       |       |      |      |      |      |
| A) TELEVISION                                   | 2     | 2     | 2    | 2    | 2    | 2    |
| B) RADIO  | 2     | 2     | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                   | 3     | 3     | 3    | 3    | 2    | **2  |
| D) MAGAZINES                                    | 3     | 3     | 3    | 3    | 2    | **2  |
| E) COUPONS                                      | 3     | 3     | 3    | 3    | 2    | **2  |
| F) POINT OF SALE                                | 1     | 1     | 1    | 1    | 2    | **2  |
| G) BILLBOARDS                                   | 1     | 1     | 1    | 1    | 2    | **2  |
| H) CINEMA                                       | 1     | 1     | 1    | 1    | 2    | **2  |
| I) SAMPLING                                     | 1     | 1     | 1    | 1    | 2    | **2  |

\*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

\*\*) CIGARETTE ADVERTISING AND SPONSORSHIPS ACCORDING TO AGREEMENT WITH THE MONOPOLY, AUSTRIA TABAK, IS ONLY PERMITTED BY AT

(AUSTRIA)

|  | 1986                                     | 1987             | 1988             | 1989             | 1990             | 1991             |
|--|--|------------------|------------------|------------------|------------------|------------------|
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b> |  |                  |                  |                  |                  |                  |
| ANSWER EITHER: YES OR NO                     |  |                  |                  |                  |                  |                  |
| WARNING ON:                                  | A) PACKS<br>B) CARTONS<br>C) ADVERTISING | YES<br>NO<br>YES | YES<br>NO<br>YES | YES<br>NO<br>YES | YES<br>NO<br>YES | YES<br>NO<br>YES |
| SPECIFIC T&N NUMBERS ON:                     | A) PACKS<br>B) CARTONS<br>C) ADVERTISING | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  |
| TAR BAND PRINTED ON:                         | A) PACKS<br>B) CARTONS<br>C) ADVERTISING | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  | YES<br>NO<br>NO  |
| <b>CONSUMPTION OF OTHER TOBACCO PRODUCTS</b> |  |                  |                  |                  |                  |                  |
| CIGARS (MILLIONS)                            | N.A.                                     | 34.3             | 33.3             | 33.3             |                  |                  |
| PIPE TOBACCO (THOUSAND KILOS)                | N.A.                                     | 140.3            | 129.5            | 119.0            |                  |                  |
| ROLL YOUR OWN (THOUSAND KILOS)               | N.A.                                     | 146.3            | 146.8            | 148.9            |                  |                  |
| CHEWING TOBACCO (THOUSAND KILOS)             | N.A.                                     | 0.5              | 0.7              | 0.6              |                  |                  |
| SNUFF (THOUSAND KILOS)                       | N.A.                                     | 7.0              | 7.1              | 7.1              |                  |                  |

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EEMA 5

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

|   | 1986                | 1987        | 1988        | 1989        | 1990        | 1991        |
|---|---------------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>0.6</b>          | <b>0.6</b>  | <b>0.5</b>  | <b>0.6</b>  | <b>0.6</b>  | <b>0.6</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1388</b>         | <b>1307</b> | <b>1186</b> | <b>1189</b> | <b>1230</b> | <b>1215</b> |
| <b>COMPANY SHARES (%)</b>                     |                     |             |             |             |             |             |
| 1) PHILIP MORRIS                              | 15.8                | 20.0        | 20.8        | 23.9        | 30.0        | 35.4        |
| 2) ROTHMANS INTERNATIONAL                     | 45.4                | 41.0        | 37.0        | 36.0        | 32.6        | 31.0        |
| 3) B.A.T.                                     | 22.8                | 20.8        | 17.4        | 16.1        | 17.0        | 13.5        |
| 4) R. J. REYNOLDS                             | 1.9                 | 5.3         | 11.6        | 12.0        | 9.9         | 9.9         |
| 5) GALLAHER                                   | 6.1                 | 4.5         | 4.0         | 3.5         | 3.4         | 3.8         |
| 6) BROWN & WILLIAMSON                         | 5.2                 | 5.1         | 6.0         | 6.0         | 3.9         | 3.1         |
| OTHERS  | 2.9                 | 3.2         | 3.1         | 3.7         | 3.2         | 3.3         |
| <b>BRAND FAMILY SHARES %</b>                  | <b>MANUFACTURER</b> |             |             |             |             |             |
| 1) MARLBORO                                   | PHILIP MORRIS       | 14.4        | 18.2        | 18.9        | 19.5        | 19.8        |
| 2) ROTHMANS                                   | R.I.                | 17.9        | 16.0        | 15.7        | 15.1        | 15.4        |
| 3) L&M  | PHILIP MORRIS       | 1.2         | 1.3         | 1.4         | 3.9         | 9.8         |
| 4) PLAYERS GOLD LEAF                          | B.A.T.              | 13.8        | 12.1        | 10.5        | 10.3        | 11.8        |
| 5) DUNHILL                                    | R.I.                | 19.1        | 16.6        | 11.4        | 9.8         | 8.3         |
| 6) DORCHESTER                                 | R.J. REYNOLDS       | ---         | ---         | 2.1         | 3.9         | 4.9         |
| 7) CRAVEN A                                   | R.I.                | 1.4         | 1.7         | 3.8         | 5.4         | 4.1         |
| 8) MONTE CARLO                                | R. J. REYNOLDS      | ---         | ---         | ---         | ---         | 3.3         |
| 9) SILK CUT                                   | GALLAHER            | 4.3         | 3.9         | 3.7         | 3.2         | 3.0         |
| 10) KENT                                      | BROWN & WILLIAMSON  | 5.1         | 4.9         | 5.1         | 5.0         | 3.4         |
|   |                     |             |             |             |             | 2.7         |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>        |                     |             |             |             |             |             |
| FULL FLAVOR (10-12 MG)                        | 86.3                | 81.8        | 77.2        | 76.2        | 74.0        | 72.0        |
| LIGHTS (6-10 MG)                              | 11.2                | 15.6        | 19.5        | 20.9        | 23.0        | 25.6        |
| SUPERLIGHTS (<6 MG)                           | 2.5                 | 2.6         | 3.3         | 2.9         | 2.9         | 2.4         |
| TOTAL   | 100.0               | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       |

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EEMA 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

|                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-------------------------------|------|------|------|------|------|------|
| <b>SEGMENTATION</b>           |      |      |      |      |      |      |
| BY BLEND %                    |      |      |      |      |      |      |
| UNITED KINGDOM                | 74.6 | 67.2 | 61.3 | 60.8 | 59.8 | 54.8 |
| US                            | 23.1 | 30.1 | 36.6 | 38.7 | 39.8 | 45.0 |
| OTHERS                        | 2.3  | 2.7  | 2.2  | 0.5  | 0.4  | 0.2  |
| <b>PRICE SEGMENTATION (%)</b> |      |      |      |      |      |      |
| ABOVE PREMIUM                 | 2.1  | 2.3  | 2.0  | 1.9  | 1.8  | 1.6  |
| PREMIUM                       | 62.6 | 64.6 | 40.4 | 38.6 | 35.6 | 35.7 |
| BELOW PREMIUM                 | 8.4  | 5.9  | 23.0 | 21.7 | 20.2 | 18.3 |
| MEDIUM                        | 15.0 | 13.6 | 2.6  | 2.6  | 2.4  | 3.4  |
| LOW                           | 7.2  | 7.7  | 12.3 | 11.2 | 15.3 | 23.8 |
| CHEAP                         | 4.8  | 5.8  | 19.7 | 23.9 | 24.7 | 17.2 |

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(BAHRAIN)

|  | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |      |      |      |      |      |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |      |      |      |      |
| A) TELEVISION                                    |                | 2    | 2    | 2    | 2    | 2    |
| B) RADIO   |                | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                    | *3             | *3   | *3   | 3    | 3    | *3   |
| D) MAGAZINES                                     | 1              | 1    | 1    | 1    | 1    | *3   |
| E) COUPONS                                       | 2              | 1    | 1    | 1    | 1    | 1    |
| F) POINT OF SALE                                 | 3              | 3    | 3    | 3    | 3    | 1    |
| G) BILLBOARDS                                    | 3              | 2    | 2    | 2    | 2    | 2    |
| H) CINEMA  | 2              | 2    | 2    | 2    | 2    | 1    |
| I) SAMPLING                                      | 1              | 1    | 1    | 1    | 1    | 1    |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |      |      |      |      |      |
| ANSWER EITHER: YES OR NO                         |                |      |      |      |      |      |
| WARNING ON:                                      | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | YES  | YES  | YES  | YES  | YES  |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |      |      |      |      |      |
|  | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |

\*QUARTER PAGE MAXIMUM SIZE

2500058323

EEMA 8

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: BULGARIA

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>   | <b>16.5</b>  | <b>16.5</b>  | <b>16.5</b>  | <b>16.5</b>  | <b>16.5</b>  | <b>16.3</b>  |
| <b>POPULATION TOTAL (MILLIONS)</b>              | <b>8.9</b>   | <b>8.9</b>   | <b>8.9</b>   | <b>8.9</b>   | <b>8.9</b>   | <b>8.9</b>   |
| <b>PER CAPITA CONSUMPTION</b>                   | <b>1,854</b> | <b>1,854</b> | <b>1,854</b> | <b>1,854</b> | <b>1,854</b> | <b>1,831</b> |
| <b>COMPANY SHARES (%) (IMPORTS SEGMENT)</b>     |              |              |              |              |              |              |
| 1) PHILIP MORRIS                                | 55.8         | 42.8         | 46.1         | 43.5         | 45.6         | 47.2         |
| 2) ROTHMANS                                     | 9.8          | 11.5         | 11.0         | 13.7         | 12.9         | 11.6         |
| 3) PAPASTRATOS                                  | ---          | ---          | ---          | ---          | ---          | 11.6         |
| 4) R.J.REYNOLDS                                 | 4.1          | 9.9          | 9.6          | 11.2         | 12.9         | 10.0         |
| 5) B&W  | 14.7         | 20.6         | 20.7         | 17.5         | 15.6         | 9.2          |
| 6) B.A.T. (GERMANY HB)                          | 12.6         | 9.0          | 6.5          | 7.8          | 8.6          | 6.7          |
| 7) BRINKMANN                                    | 2.7          | 3.1          | 3.2          | 3.8          | 3.0          | 1.7          |
| 8) REEMTSMA                                     | 0.5          | 2.2          | 2.9          | 2.5          | 1.4          | 0.8          |
| 9) OTHERS                                       | ---          | ---          | ---          | ---          | ---          | 1.2          |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |              |              |              |              |              |              |
| *NOTATIONS: 1) YES                              |              |              |              |              |              |              |
| 2) BANNED                                       |              |              |              |              |              |              |
| 3) RESTRICTED                                   |              |              |              |              |              |              |
| A) TELEVISION                                   |              |              |              |              | 2            | 2            |
| B) RADIO  |              |              |              |              | 2            | 2            |
| C) NEWSPAPERS                                   |              |              |              |              | 2            | 2            |
| D) MAGAZINES                                    |              |              |              |              | 2            | 2            |
| E) COUPONS                                      |              |              |              |              | N.A.         | N.A.         |
| F) POINT OF SALE                                |              |              |              |              | 1            | 1            |
| G) BILLBOARDS                                   |              |              |              |              | 2            | 2            |
| H) CINEMA                                       |              |              |              |              | 2            | 2            |
| I) SAMPLING                                     |              |              |              |              | 1            | 1            |

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EEMA 9

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**BULGARIA**

|  | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
|--|-------------|-------------|-------------|-------------|-------------|-------------|

**HEALTH WARNING & T&N LISTING**  
**ANSWER EITHER: YES OR NO**

|                    |                       |  |  |  |             |              |
|--------------------|-----------------------|--|--|--|-------------|--------------|
| <b>WARNING ON:</b> | <b>A) PACKS</b>       |  |  |  | <b>*YES</b> | <b>**YES</b> |
|                    | <b>B) CARTONS</b>     |  |  |  | <b>NO</b>   | <b>NO</b>    |
|                    | <b>C) ADVERTISING</b> |  |  |  | <b>N.A.</b> | <b>N.A.</b>  |

**SPECIFIC T&N NUMBERS ON:**

|                       |  |             |             |
|-----------------------|--|-------------|-------------|
| <b>A) PACKS</b>       |  | <b>NO</b>   | <b>NO</b>   |
| <b>B) CARTONS</b>     |  | <b>NO</b>   | <b>NO</b>   |
| <b>C) ADVERTISING</b> |  | <b>N.A.</b> | <b>N.A.</b> |

**\*BUT NOT IMPLEMENTED BY STATE LICENSE**

**\*\*FOR LOCALLY PRODUCED PRODUCTS ONLY CURRENTLY**

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EEMA 10

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: CZECHOSLOVAKIA**

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>     | <b>26.5</b>  | <b>26.5</b>  | <b>26.5</b>  | <b>26.8</b>  | <b>27.7</b>  | <b>29.0</b>  |
| <b>POPULATION TOTAL (MILLIONS)</b>                | <b>15.6</b>  | <b>15.6</b>  | <b>15.6</b>  | <b>15.6</b>  | <b>15.6</b>  | <b>15.6</b>  |
| <b>PER CAPITA CONSUMPTION</b>                     | <b>1,699</b> | <b>1,699</b> | <b>1,699</b> | <b>1,718</b> | <b>1,776</b> | <b>1,859</b> |
| <b>COMPANY SHARES (%) (INTERNATIONAL SEGMENT)</b> |              |              |              |              |              |              |
| 1) PHILIP MORRIS                                  | 26.6         | 36.5         | 39.2         | 33.3         | 32.7         | 47.4         |
| 2) ATW  | 17.7         | 19.8         | 28.1         | 32.9         | 32.2         | 23.1         |
| 3) R.J.REYNOLDS                                   | 12.0         | 8.3          | 6.0          | 7.6          | 10.2         | 9.3          |
| 4) ROTHMANS                                       | 17.4         | 9.4          | 8.8          | 12.4         | 11.3         | 9.3          |
| 5) BAT/B&W  | 10.2         | 13.5         | 8.4          | 9.4          | 7.4          | 5.6          |
| 6) REEMTSMA                                       | 5.3          | 4.8          | 5.6          | 4.3          | 4.5          | 3.7          |
| 7) OTHERS   | 10.8         | 7.7          | 3.9          | 0.1          | 1.7          | 1.6          |

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES
- 2) BANNED
- 3) RESTRICTED

|                  |   |   |
|------------------|---|---|
| A) TELEVISION    | 2 | 3 |
| B) RADIO         | 2 | 3 |
| C) NEWSPAPERS    | 3 | 3 |
| D) MAGAZINES     | 3 | 3 |
| E) COUPONS       | 3 | 3 |
| F) POINT OF SALE | 3 | 3 |
| G) BILLBOARDS    | 3 | 3 |
| H) CINEMA        | 3 | 3 |
| I) SAMPLING      | 3 | 3 |

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EEMA 11

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECHOSLOVAKIA

|   | 1986 | 1987 | 1988 | 1989 | 1990        | 1991       |
|---|------|------|------|------|-------------|------------|
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS<br/>ANSWER EITHER: YES OR NO</b> |      |      |      |      |             |            |
| <b>WARNING ON:</b>  |      |      |      |      | <b>YES*</b> | <b>YES</b> |
| A) PACKS  |      |      |      |      | NO          | NO         |
| B) CARTONS  |      |      |      |      | NO          | NO         |
| C) ADVERTISING  |      |      |      |      | NO          | NO         |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>                                       |      |      |      |      |             |            |
| A) PACKS  |      |      |      |      | NO          | <b>YES</b> |
| B) CARTONS  |      |      |      |      | NO          | NO         |
| C) ADVERTISING  |      |      |      |      | NO          | NO         |

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EEMA 12

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: EGYPT

|   | 1986                | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|---------------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>45.8</b>         | <b>48.7</b>  | <b>45.3</b>  | <b>43.5</b>  | <b>41.2</b>  | <b>41.5</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>923</b>          | <b>910</b>   | <b>829</b>   | <b>789</b>   | <b>730</b>   | <b>718</b>   |
| <b>COMPANY SHARES (%)</b>                     |                     |              |              |              |              |              |
| 1) LOCAL MONOPOLY                             | 96.5                | 96.9         | 97.1         | 96.9         | 95.9         | 95.7         |
| 2) PHILIP MORRIS (LIC. 1986)                  | 2.5                 | 2.5          | 2.2          | 2.2          | 3.3          | 3.6          |
| 3) ROTHMANS INTERNATIONAL (LIC 1986)          | 0.6                 | 0.4          | 0.3          | 0.4          | 0.4          | 0.5          |
| OTHER INTERNATIONAL                           | 0.4                 | 0.2          | 0.4          | 0.5          | 0.4          | 0.2          |
| <b>BRAND FAMILY SHARES %</b>                  |                     |              |              |              |              |              |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |              |              |              |              |              |
| 1) CLEOPATRA                                  | EASTERN             | 93.4         | 94.7         | 94.4         | 93.8         | 90.8         |
| 2) OTHER LOCAL                                | EASTERN             | 3.1          | 2.2          | 2.7          | 3.1          | 5.1          |
| 3) MARLBORO                                   | P.M. (LIC. 1986)    | 2.5          | 2.5          | 2.2          | 2.2          | 3.3          |
| 4) ROTHMANS                                   | R.I. (LIC. 1986)    | 0.6          | 0.4          | 0.3          | 0.4          | 0.3          |
| 5) KENT                                       | B&W                 | 0.1          | 0.2          | 0.2          | 0.2          | 0.1          |
| <b>MARKET SEGMENTATION (%)</b>                |                     |              |              |              |              |              |
| <b>FILTER</b>                                 | <b>100.0</b>        | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> |
| <b>NON-FILTER</b>                             | --                  | --           | --           | --           | --           | --           |
| <b>TASTE CATEGORY SEGMENTATION %</b>          |                     |              |              |              |              |              |
| HIGH/FULL FLAVOR                              | 99.9                | 94.8         | 96.4         | 97.4         | 97.9         | 99.1         |
| LOW   | 0.1                 | 5.2          | 3.6          | 2.6          | 2.1          | 0.9          |
| <b>SEGMENTATION BY CIG. LENGTH (%)</b>        |                     |              |              |              |              |              |
| 80/85 MM                                      | 58.5                | 69.0         | 74.7         | 77.8         | 80.4         | 77.2         |
| 100 MM  | 41.5                | 31.0         | 25.3         | 22.2         | 19.6         | 22.8         |

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EEMA 13

(EGYPT)

|  | 1986                   | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------------------------|------|------|------|------|------|
| <b>SEGMENTATION BY PACK TYPE %</b>                     |                        |      |      |      |      |      |
| SOFT   | 96.0                   | 91.3 | 93.5 | 94.4 | 94.5 | 94.6 |
| BOX  | 4.0                    | 8.7  | 6.5  | 5.6  | 5.5  | 5.4  |
| <b>SEGMENTATION BY BLEND %</b>                         |                        |      |      |      |      |      |
| ORIENTAL   | 96.5                   | 96.9 | 97.1 | 96.9 | 96.0 | 95.5 |
| U.S.   | 2.9                    | 2.7  | 2.4  | 2.5  | 3.5  | 4.0  |
| UNITED KINGDOM   | 0.6                    | 0.4  | 0.4  | 0.6  | 0.5  | 0.5  |
| <b>COMPANY SHARES-INTERNATIONAL SEGMENT (%)</b>        |                        |      |      |      |      |      |
| 1) PHILIP MORRIS                                       | 72.4                   | 81.2 | 77.2 | 71.5 | 79.0 | 84.2 |
| 2) ROTHMANS INTERNATIONAL                              | 16.4                   | 11.4 | 11.2 | 14.6 | 9.5  | 10.8 |
| 3) BROWN & WILLIAMSON                                  | 4.6                    | 5.1  | 6.7  | 6.8  | 4.8  | 1.8  |
| 4) GALLAHER  | 0.1                    | 1.0  | 2.2  | 3.1  | 1.9  | 1.8  |
| 5) R. J. REYNOLDS                                      | 5.8                    | 0.3  | 1.2  | 2.4  | 4.0  | 0.9  |
| 6) AMERICAN TOBACCO                                    | --                     | --   | --   | --   | 0.4  | 0.4  |
| 7) B.A.T.  | 0.5                    | 0.9  | 1.5  | 1.6  | 0.7  | 0.2  |
| OTHERS   | 0.2                    | 0.1  | --   | --   | --   | --   |
| <b>BRAND FAMILY SHARES - INTERNATIONAL SEGMENT (%)</b> |                        |      |      |      |      |      |
| 1) MARLBORO  | PHILIP MORRIS          | 70.2 | 81.2 | 77.2 | 71.5 | 79.0 |
| 2) ROTHMANS  | ROTHMANS INTERNATIONAL | 16.0 | 11.4 | 11.2 | 13.4 | 7.7  |
| 3) KENT  | B&W                    | 4.6  | 5.1  | 6.7  | 6.8  | 4.6  |
| 4) SILK CUT  | GALLAHER               | 0.1  | 1.0  | 2.2  | 3.1  | 1.9  |
| 5) DUNHILL   | ROTHMANS INTERNATIONAL | 0.4  | --   | --   | 1.2  | 1.8  |
| 6) WINSTON   | R.J. REYNOLDS          | --   | --   | 0.6  | 1.7  | 3.2  |
| 7) CAMEL   | R.J. REYNOLDS          | 5.8  | 0.3  | 0.6  | 0.6  | 0.8  |
| 8) DU MAURIER  | B.A.T.                 | 0.5  | 0.9  | 1.5  | 1.6  | 0.7  |

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(EGYPT)

1986 1987 1988 1989 1990 1991

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

|                  |   |   |   |   |    |
|------------------|---|---|---|---|----|
| A) TELEVISION    | 2 | 2 | 2 | 2 | 2  |
| B) RADIO         | 2 | 2 | 2 | 2 | 2  |
| C) NEWSPAPERS    | 3 | 3 | 3 | 3 | *1 |
| D) MAGAZINES     | 3 | 3 | 3 | 3 | *1 |
| E) COUPONS       | - | - | 3 | 3 | *1 |
| F) POINT OF SALE | 3 | 3 | 3 | 3 | *1 |
| G) BILLBOARDS    | 3 | 3 | 3 | 3 | *1 |
| H) CINEMA        | 2 | 2 | 2 | 2 | 2  |
| I) SAMPLING      | 1 | 1 | 3 | 1 | 1  |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | YES | YES | YES | YES |

**SPECIFIC T&N NUMBERS ON:**

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| A) PACKS       | YES | YES | YES | YES |
| B) CARTONS     | NO  | NO  | NO  | NO  |
| C) ADVERTISING | NO  | NO  | NO  | NO  |

**\*RESTRICTIONS ON USE OF GOVERNMENT BUILDINGS OR OFFICIAL NEWSPAPERS, SCHOOLS, HOSPITALS BUT GENERALLY FREE.**

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EEMA 15

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: FINLAND**

|   | 1986                | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|---------------------|------|------|------|------|------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | 7.2                 | 7.7  | 7.4  | 7.7  | 7.1  | 6.9  |
| <b>PER CAPITA CONSUMPTION</b>                 | 1472                | 1569 | 1505 | 1552 | 1431 | 1368 |
| <b>COMPANY SHARES (%)</b>                     |                     |      |      |      |      |      |
| 1) PHILIP MORRIS                              | 58.6                | 59.9 | 62.3 | 63.6 | 65.5 | 64.5 |
| 2) SUOMEN-TUPAKKA (BAT)                       | 20.3                | 20.1 | 19.8 | 19.0 | 18.3 | 18.5 |
| 3) RETTIG                                     | 16.2                | 15.3 | 13.2 | 12.4 | 11.4 | 12.0 |
| 4) R. J. REYNOLDS                             | 1.2                 | 1.6  | 2.0  | 2.5  | 2.7  | 2.9  |
| 5) AMER-TUPAKKA                               | 3.3                 | 3.0  | 2.6  | 2.4  | 1.9  | 1.6  |
| OTHERS  | 0.4                 | 0.1  | 0.1  | 0.1  | 0.2  | 0.5  |
| <b>BRAND FAMILY SHARES (%)</b>                | <b>MANUFACTURER</b> |      |      |      |      |      |
| 1) MARLBORO                                   | PM                  | 44.8 | 44.4 | 45.6 | 45.8 | 46.7 |
| 2) BELMONT                                    | PM                  | 13.3 | 15.1 | 16.2 | 17.5 | 18.3 |
| 3) NORTH STATE                                | SUOMEN TUPAKKA      | 16.5 | 15.8 | 14.7 | 14.0 | 12.8 |
| 4) COLT                                       | RETTIG              | 8.8  | 8.4  | 7.2  | 6.8  | 6.3  |
| 5) BARCLAY                                    | B.A.T.              | 2.1  | 2.6  | 3.0  | 3.6  | 4.2  |
| 6) RETTIG'S LIGHT                             | RETTIG              | 4.0  | 3.9  | 3.7  | 3.5  | 3.2  |
| 7) CAMEL                                      | R.J. REYNOLDS       | 1.1  | 1.5  | 2.0  | 2.4  | 2.6  |
| 8) FORM                                       | AMER TUPAKKA        | 2.7  | 2.3  | 2.0  | 1.7  | 1.5  |
| 9) DOWNTOWN                                   | RETTIG              | ---  | ---  | ---  | ---  | 1.1  |
| <b>MARKET SEGMENTATION (%)</b>                |                     |      |      |      |      |      |
| FILTER  | 99.0                | 99.4 | 99.5 | 99.6 | 99.7 | 99.7 |
| NON-FILTER                                    | 1.0                 | 0.6  | 0.5  | 0.4  | 0.3  | 0.3  |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>        |                     |      |      |      |      |      |
| FULL FLAVOR                                   | 65.6                | 63.4 | 60.9 | 58.6 | 56.4 | 53.0 |
| LIGHTS  | 18.7                | 19.2 | 19.4 | 19.5 | 19.8 | 20.9 |
| SUPERLIGHTS                                   | 10.3                | 11.3 | 12.4 | 13.5 | 16.2 | 15.5 |
| MENTHOL                                       | 5.4                 | 6.1  | 7.3  | 8.5  | 9.6  | 10.6 |

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EEMA 16

(FINLAND)

|                                    | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|------------------------------------|------|------|------|------|------|------|
| <b>SEGMENTATION BY PACK TYPE %</b> |      |      |      |      |      |      |
| BOX                                | 34.9 | 37.1 | 37.2 | 39.7 | 40.6 | 44.1 |
| SOFT                               | 65.0 | 62.8 | 62.7 | 60.3 | 59.4 | 55.9 |
| PRINCESS                           | 0.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| <b>SEGMENTATION BY SIZE %</b>      |      |      |      |      |      |      |
| 60-75 MM                           | 19.1 | 18.1 | 16.6 | 15.6 | 14.3 | 13.5 |
| 76-82 MM                           | 77.8 | 77.9 | 78.4 | 78.0 | 78.5 | 47.3 |
| 83-85 MM                           | 2.8  | 3.0  | 3.8  | 5.6  | 6.6  | 38.6 |
| 86 AND ABOVE                       | .4   | .9   | 1.2  | 0.8  | 0.7  | 0.6  |
| <b>MENTHOL SEGMENTATION %</b>      |      |      |      |      |      |      |
| MENTHOL                            | 5.4  | 6.1  | 7.3  | 8.5  | 9.6  | 10.6 |
| NON-MENTHOL                        | 94.6 | 93.9 | 92.7 | 91.5 | 90.4 | 89.4 |

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EEMA 17

(FINLAND)

|   | 1986           | 1987 | 1988       | 1989 | 1990 | 1991 |
|---|----------------|------|------------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>         |                |      |            |      |      |      |
| <b>*NOTATIONS:</b> 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |            |      |      |      |
| A) TELEVISION   |                |      | 2          | 2    | 2    | 2    |
| B) RADIO  |                | 2    | 2          | 2    | 2    | 2    |
| C) NEWSPAPERS   |                | *2   | *2         | 2    | 2    | 2    |
| D) MAGAZINES  |                | *2   | *2         | 2    | 2    | 2    |
| E) COUPONS  |                | 2    | 2          | 2    | 2    | 2    |
| F) POINT OF SALE  |                | 2    | 2          | 2    | 2    | 2    |
| G) BILLBOARDS   |                | 2    | 2          | 2    | 2    | 2    |
| H) CINEMA   |                | 2    | 2          | 2    | 2    | 2    |
| I) SAMPLING   |                | 2    | 2          | 2    | 2    | 2    |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>            |                |      |            |      |      |      |
| ANSWER EITHER: YES OR NO                                |                |      |            |      |      |      |
| WARNING ON:   | A) PACKS       | YES  | YES        | YES  | YES  | YES  |
|   | B) CARTONS     | NO   | NO         | NO   | NO   | NO   |
|   | C) ADVERTISING | N/A  | PROHIBITED | N/A  | N/A  | N/A  |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>                     |                |      |            |      |      |      |
|   | A) PACKS       | YES  | YES        | YES  | YES  | YES  |
|   | B) CARTONS     | NO   | NO         | NO   | NO   | NO   |
|   | C) ADVERTISING | N/A  | PROHIBITED | N/A  | N/A  | N/A  |

\*TRADE PRESS PREMITTED

2500058333

EEMA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

|   | 1986                | 1987        | 1988        | 1989        | 1990        | 1991        |
|---|---------------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>NA</b>           | <b>0.5</b>  | <b>0.5</b>  | <b>0.4</b>  | <b>0.4</b>  | <b>0.4</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 |                     | <b>405</b>  | <b>430</b>  | <b>430</b>  |             |             |
| <b>COMPANY SHARES (%)</b>                     |                     |             |             |             |             |             |
| 1) ROTHMANS                                   |                     | <b>49.8</b> | <b>47.1</b> | <b>51.6</b> | <b>52.3</b> | <b>52.6</b> |
| 2) BOLLORE                                    |                     | <b>31.0</b> | <b>39.0</b> | <b>38.1</b> | <b>39.5</b> | <b>38.0</b> |
| 3) PM   |                     | <b>14.5</b> | <b>10.2</b> | <b>7.3</b>  | <b>6.0</b>  | <b>7.6</b>  |
| 4) SEITA                                      |                     | <b>3.9</b>  | <b>2.9</b>  | <b>2.2</b>  | <b>1.9</b>  | <b>1.8</b>  |
| 5) BAT  |                     | <b>0.6</b>  | <b>0.7</b>  | <b>0.4</b>  | <b>0.3</b>  | <b>0.0</b>  |
| 6) R.J. REYNOLDS                              |                     | <b>0.2</b>  | <b>0.1</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  |
| <b>BRAND FAMILY SHARES (%)</b>                | <b>MANUFACTURER</b> |             |             |             |             |             |
| 1) DUNHILL                                    | <i>ROTHMANS</i>     | <b>41.4</b> | <b>41.3</b> | <b>46.5</b> | <b>49.5</b> | <b>51.0</b> |
| 2) GABONAISES                                 | <i>BOLLORE</i>      | <b>25.3</b> | <b>31.9</b> | <b>29.2</b> | <b>28.8</b> | <b>25.0</b> |
| 3) SPRINT                                     | <i>BOLLORE</i>      | <b>5.5</b>  | <b>7.2</b>  | <b>8.9</b>  | <b>10.8</b> | <b>10.9</b> |
| 4) MARLBORO                                   | <i>PM</i>           | <b>14.5</b> | <b>10.2</b> | <b>7.3</b>  | <b>6.0</b>  | <b>7.6</b>  |
| 5) BOSTON                                     | <i>BOLLORE</i>      | <b>---</b>  | <b>---</b>  | <b>---</b>  | <b>---</b>  | <b>2.1</b>  |
| 6) CRAVEN                                     | <i>ROTHMANS</i>     | <b>6.7</b>  | <b>4.4</b>  | <b>4.0</b>  | <b>2.1</b>  | <b>1.2</b>  |
| 7) GITANES                                    | <i>SEITA</i>        | <b>2.6</b>  | <b>1.8</b>  | <b>1.4</b>  | <b>1.3</b>  | <b>1.0</b>  |
| 8) ROYALES                                    | <i>SEITA</i>        | <b>0.4</b>  | <b>0.5</b>  | <b>0.4</b>  | <b>0.4</b>  | <b>0.5</b>  |
| 9) PETER STUYVESANT                           | <i>ROTHMANS</i>     | <b>1.0</b>  | <b>0.9</b>  | <b>0.9</b>  | <b>0.7</b>  | <b>0.4</b>  |
| 10) GAULOISES                                 | <i>SEITA</i>        | <b>0.7</b>  | <b>0.5</b>  | <b>0.3</b>  | <b>0.2</b>  | <b>0.1</b>  |

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EEMA 19

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

|  | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |      |      |      |      |      |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |      |      |      |      |
| A) TELEVISION                                    |                | *2   | *2   | 2    | 2    | 2    |
| B) RADIO   |                | **2  | **2  | 1    | 1    | 1    |
| C) NEWSPAPERS                                    |                | 2    | 2    | 1    | 1    | 1    |
| D) MAGAZINES                                     |                | 2    | 2    | 1    | 1    | 1    |
| E) COUPONS                                       |                | -    | 1    | 1    | 1    | 1    |
| F) POINT OF SALE                                 |                | 1    | 1    | 1    | 1    | 1    |
| G) BILLBOARDS                                    |                | 1    | 1    | 1    | 1    | 1    |
| H) CINEMA  |                | 1    | 1    | 1    | 1    | 1    |
| I) SAMPLING                                      | ***1           | ***1 |      | 1    | 1    | 1    |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |      |      |      |      |      |
| ANSWER EITHER: YES OR NO                         |                |      |      |      |      |      |
| WARNING ON:                                      | A) PACKS       | NO   | NO   | NO   | NO   | NO   |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |      |      |      |      |      |
|  | A) PACKS       | NO   | NO   | NO   | NO   | NO   |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |

\*BANNED ON STATE CHANNEL, ALLOWED ON PRIVATE COUNTRY AGREEMENT NOT TO USE TV AD.

\*\*BANNED EXCEPT FOR AFRICAN NO.1 STATION AND STATIONS.

\*\*\*AT PRIVATE FUNCTIONS I.E. NIGHTCLUBS ETC.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

|   | 1986        | 1987        | 1988        | 1989        | 1990        | 1991        |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>   | <b>26.8</b> | <b>26.1</b> | <b>26.2</b> | <b>26.4</b> | <b>26.5</b> | <b>24.0</b> |
| <b>PER CAPITA CONSUMPTION</b>                   | <b>2507</b> | <b>2441</b> | <b>2450</b> | <b>2498</b> | <b>2510</b> | <b>2271</b> |
| <b>MARKET SEGMENTATION (%)</b>                  |             |             |             |             |             |             |
| LICENSEE  | 3.5         | 3.5         | 4.2         | 5.0         | 4.9         | 5.9         |
| LOCAL BRANDS                                    | 96.5        | 96.5        | 95.8        | 95.0        | 95.1        | 94.1        |
| <b>COMPANY SHARES - LICENSEE SEGMENT (%)</b>    |             |             |             |             |             |             |
| 1) PHILIP MORRIS                                | 86.6        | 82.2        | 78.7        | 75.4        | 73.7        | 81.5        |
| 2) AUSTRIAN TABAKWERKE                          | 12.9        | 12.4        | 11.9        | 11.4        | 11.0        | 9.0         |
| 3) R.J. REYNOLDS                                | 0.5         | 5.4         | 9.4         | 10.7        | 11.0        | 4.6         |
| 4) BAT  | --          | --          | --          | --          | 2.5         | 3.9         |
| 5) R.I.   | --          | --          | --          | 2.5         | 1.7         | 0.7         |
| OTHERS  | --          | --          | --          | --          | --          | 0.3         |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |             |             |             |             |             |             |
| *NOTATIONS: 1) YES                              |             |             |             |             |             |             |
| 2) BANNED                                       |             |             |             |             |             |             |
| 3) RESTRICTED                                   |             |             |             |             |             |             |
| A) TELEVISION                                   |             | 2           | 2           | 2           | 2           | 2           |
| B) RADIO  |             | 2           | 2           | 2           | 2           | 2           |
| C) NEWSPAPERS                                   |             | 2           | 2           | 2           | 2           | 2           |
| D) MAGAZINES                                    |             | 2           | 2           | 2           | 2           | 2           |
| E) COUPONS                                      |             | N/A         | 2           | N/A         | N/A         | N/A         |
| F) POINT OF SALE                                |             | 3           | *3          | *3          | *3          | *3          |
| G) BILLBOARDS                                   |             | 3           | **3         | 2           | 2           | 2           |
| H) CINEMA                                       |             | 2           | 2           | 2           | 2           | 2           |
| I) SAMPLING                                     |             | 1           | ***1        | 1           | 1           | 1           |

\*TO INDOOR ONLY

\*\*OUTDOOR AND INDOOR

| NAME OF MARKET: <u>HUNGARY</u> | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--------------------------------|------|------|------|------|------|------|
|--------------------------------|------|------|------|------|------|------|

**HEALTH WARNING & T&N LISTINGS**  
**ANSWER EITHER: YES OR NO**

|             |                |            |     |     |     |
|-------------|----------------|------------|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES        | YES | YES | YES |
|             | B) CARTONS     | NO         | NO  | NO  | NO  |
|             | C) ADVERTISING | PROHIBITED | NO  | N/A | N/A |

|                          |                |            |    |     |     |
|--------------------------|----------------|------------|----|-----|-----|
| SPECIFIC T&N NUMBERS ON: | A) PACKS       | NO         | NO | NO  | NO  |
|                          | B) CARTONS     | NO         | NO | NO  | NO  |
|                          | C) ADVERTISING | PROHIBITED | NO | N/A | N/A |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: IVORY COAST

|   | <b>1986</b>         | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|---|---------------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>3.7</b>          | <b>3.4</b>  | <b>3.1</b>  | <b>3.1</b>  | <b>2.6</b>  | <b>2.6</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>373</b>          | <b>349</b>  | <b>272</b>  | <b>263</b>  | <b>218</b>  | <b>212</b>  |
| <b>COMPANY SHARES (%)</b>                     |                     |             |             |             |             |             |
| 1) ROTHMANS INTERNATIONAL                     | 16.6                | 20.2        | 27.4        | 29.6        | 36.5        | 43.2        |
| 2) SITAB                                      | 43.7                | 37.5        | 34.0        | 29.7        | 29.0        | 26.0        |
| 3) SEITA                                      | 23.7                | 25.3        | 16.1        | 17.6        | 18.6        | 17.6        |
| 4) PHILIP MORRIS                              | 13.0                | 13.6        | 14.6        | 15.3        | 13.5        | 10.9        |
| 5) B.A.T.                                     | 2.7                 | 3.1         | 7.2         | 7.3         | 2.3         | 2.3         |
| OTHERS  | 0.3                 | 0.3         | 0.7         | 0.5         | 0.1         | ---         |
| <b>BRAND FAMILY SHARES %</b>                  |                     |             |             |             |             |             |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |             |             |             |             |             |
| 1) CRAVEN A                                   | R.I.                | 14.1        | 16.6        | 22.7        | 24.0        | 28.5        |
| 2) MARLBORO                                   | P.M.                | 13.0        | 13.6        | 14.6        | 15.3        | 13.5        |
| 3) FINE                                       | SEITA               | 9.0         | 12.9        | 5.7         | 9.1         | 10.8        |
| 4) OLYMPIC                                    | SITAB               | 10.9        | 9.5         | 9.2         | 8.9         | 9.1         |
| 5) JOB  | SITAB               | 13.7        | 11.7        | 10.4        | 9.0         | 8.3         |
| 6) GOLDEN CLUB                                | SITAB               | 12.4        | 11.0        | 9.6         | 7.0         | 6.0         |
| 7) GAULOISES                                  | SEITA               | 10.4        | 8.9         | 7.3         | 5.8         | 5.3         |
| 8) DUNHILL                                    | R.I.                | 0.7         | 1.0         | 1.4         | 1.7         | 2.8         |
| 9) ST. MORITZ                                 | R.I.                | 1.0         | 1.6         | 2.2         | 2.5         | 2.9         |
| 10) VIKING                                    | SITAB               | ---         | ---         | ---         | 1.1         | 2.3         |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

|  | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |      |      |      |      |      |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |      |      |      |      |
| A) TELEVISION                                    |                | 2    | 2    | *3   | *3   |      |
| B) RADIO   | 1              | 1    | 3    | 3    |      |      |
| C) NEWSPAPERS                                    | 1              | 1    | 1    | 1    |      |      |
| D) MAGAZINES                                     | 1              | 1    | 1    | 1    |      |      |
| E) COUPONS                                       | N/A            | 1    | 1    | 1    | 1    |      |
| F) POINT OF SALE                                 | 1              | 1    | 1    | 1    | 1    |      |
| G) BILLBOARDS                                    | 1              | 1    | 1    | 1    | 3    |      |
| H) CINEMA  | 1              | 1    | 3    | 3    |      |      |
| I) SAMPLING                                      | 1              | 1    | 1    | 1    | 1    |      |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |      |      |      |      |      |
| ANSWER EITHER: YES OR NO                         |                |      |      |      |      |      |
| WARNING ON:                                      | A) PACKS       | NO   | NO   | NO   | NO   | NO   |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |      |      |      |      |      |
|  | A) PACKS       | NO   | NO   | NO   | NO   | NO   |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |

\*BY INDUSTRY VOLUNTARY AGREEMENT.

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: KUWAIT**

|   | 1986                | 1987         | 1988         | 1989         | 1990(A)      | 1991(A)      |
|---|---------------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>3.0</b>          | <b>2.9</b>   | <b>2.9</b>   | <b>3.1</b>   | <b>1.9</b>   | <b>1.4</b>   |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1729</b>         | <b>1620</b>  | <b>1450</b>  | <b>1495</b>  | <b>875</b>   | <b>N/A</b>   |
| <b>COMPANY SHARES (%)</b>                     |                     |              |              |              |              |              |
| 1) PHILIP MORRIS                              | 41.7                | 42.4         | 42.3         | 44.2         | 45.5         | 60.8         |
| 2) ROTHMANS INTERNATIONAL                     | 28.6                | 24.9         | 22.6         | 19.7         | 19.4         | 18.7         |
| 3) B.A.T.                                     | 14.0                | 13.8         | 12.7         | 13.0         | 12.9         | 6.4          |
| 4) BROWN & WILLIAMSON                         | 7.9                 | 9.8          | 11.0         | 9.0          | 8.0          | 5.2          |
| 5) R. J. REYNOLDS                             | 2.1                 | 2.5          | 2.9          | 3.4          | 3.8          | 3.3          |
| 6) GALLAHER                                   | 2.5                 | 2.0          | 1.8          | 1.9          | 2.0          | 2.0          |
| OTHERS  | 3.2                 | 4.6          | 6.7          | 8.8          | 8.4          | 3.6          |
| <b>BRAND FAMILY SHARES %</b>                  |                     |              |              |              |              |              |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |              |              |              |              |              |
| 1) MARLBORO                                   | PHILIP MORRIS       | 38.4         | 38.5         | 37.4         | 38.8         | 39.8         |
| 2) ROTHMANS                                   | R.I.                | 19.6         | 16.9         | 14.4         | 12.4         | 12.0         |
| 3) CRAVEN A                                   | R.I.                | 3.1          | 2.6          | 3.9          | 3.6          | 3.8          |
| 4) MERIT                                      | PHILIP MORRIS       | 1.4          | 2.0          | 2.5          | 2.8          | 3.0          |
| 5) PLAYERS GOLD LEAF                          | B.A.T.              | 8.8          | 8.7          | 8.1          | 8.1          | 7.6          |
| 6) CLEOPATRA                                  | EASTERN             | 1.6          | 2.9          | 4.7          | 7.2          | 7.1          |
| 7) L&M  | PHILIP MORRIS       | 1.6          | 1.6          | 2.0          | 2.2          | 2.2          |
| 8) VICEROY                                    | B&W                 | 3.6          | 4.4          | 5.9          | 4.9          | 4.5          |
| 9) DUNHILL                                    | R.I.                | 3.6          | 3.2          | 2.9          | 2.6          | 2.3          |
| 10) GOLD COAST                                | R.J. REYNOLDS       | ---          | 0.4          | 0.8          | 1.6          | 2.3          |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>        |                     |              |              |              |              |              |
| FULL FLAVOR (10-12MG)                         |                     | 87.5         | 85.3         | 83.7         | 83.4         | 82.6         |
| LIGHTS ( 6-10MG )                             |                     | 10.0         | 10.4         | 11.7         | 12.1         | 12.4         |
| SUPERLIGHTS ( <6MG )                          |                     | 2.5          | 4.3          | 4.6          | 4.5          | 5.0          |
| <b>BY BLEND</b>                               |                     |              |              |              |              |              |
| UK  |                     | 44.9         | 40.3         | 37.0         | 34.6         | 33.8         |
| US  |                     | 53.4         | 56.8         | 58.0         | 58.0         | 59.0         |
| OTHERS  |                     | 1.7          | 2.9          | 5.0          | 7.4          | 7.3          |
| <b>TOTAL</b>                                  |                     | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> |

(A): KUWAIT MARKET CLOSED AUGUST 2, 1990 INVASION BY IRAQ. IT RE-OPENED MID 1991.

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

|                                | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--------------------------------|------|------|------|------|------|------|
| <b>BY PRICE %</b>              |      |      |      |      |      |      |
| ABOVE PREMIUM (2.60 AND ABOVE) | 2.3  | 1.8  | 1.7  | 1.7  | 1.7  | 1.8  |
| PREMIUM (2.20-2.59)            | 72.6 | 70.7 | 66.4 | 64.7 | 64.8 | 75.2 |
| BELOW PREMIUM (1.90-2.19)      | 7.3  | 7.2  | 7.6  | 7.3  | 7.1  | 6.6  |
| MID (1.50-1.89)                | 9.4  | 9.1  | 8.5  | 8.5  | 8.0  | 4.3  |
| LOW (1.10-1.49)                | 8.4  | 11.2 | 15.8 | 17.8 | 18.4 | 12.0 |
| CHEAP (BELLOW 1.10)            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.1  |

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES
- 2) BANNED
- 3) RESTRICTED

|                  |    |    |     |     |
|------------------|----|----|-----|-----|
| A) TELEVISION    | 2  | 2  | 2   | 2   |
| B) RADIO         | 2  | 2  | 2   | 2   |
| C) NEWSPAPERS    | 1  | 1  | 1   | 1   |
| D) MAGAZINES     | 1  | 1  | 1   | 1   |
| E) COUPONS       | 2  | 2  | 3   | 3   |
| F) POINT OF SALE | 1  | 1  | 1   | 1   |
| G) BILLBOARDS    | 2  | 2  | 2   | 2   |
| H) CINEMA        | 2  | 2  | 2   | 2   |
| I) SAMPLING      | *2 | *2 | 2/3 | **3 |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | YES | YES | YES | YES |

**SPECIFIC T&N NUMBERS ON:**

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| A) PACKS       | YES | YES | YES | YES |
| B) CARTONS     | NO  | NO  | NO  | NO  |
| C) ADVERTISING | NO  | NO  | NO  | NO  |

\*BUT TOLERATED AT EVENTS HELD INDOORS.

\*\*FOR MAJOR EVENTS - MUNICIPALITY APPROVAL

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: MALI**

|   | 1986                | 1987       | 1988       | 1989       | 1990       | 1991       |
|---|---------------------|------------|------------|------------|------------|------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>1.6</b>          | <b>1.5</b> | <b>1.4</b> | <b>1.8</b> | <b>1.8</b> | <b>1.6</b> |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>190</b>          | <b>175</b> | <b>165</b> | <b>190</b> | <b>193</b> | <b>160</b> |
| <b>COMPANY SHARES (%)</b>                     |                     |            |            |            |            |            |
| 1) SONATAM                                    | 59.9                | 60.8       | 63.7       | 51.4       | 52.5       | 54.6       |
| 2) ROTHMANS                                   | 10.0                | 11.8       | 13.0       | 28.1       | 30.0       | 31.2       |
| 3) PHILIP MORRIS                              | 18.4                | 15.6       | 13.5       | 13.4       | 13.1       | 11.3       |
| 4) SEITA                                      | 8.3                 | 7.9        | 8.8        | 6.7        | 4.2        | 2.8        |
| 5) R. J. REYNOLDS                             | 3.4                 | 3.7        | 0.7        | 0.5        | 0.1        | --         |
| 6) BROWN & WILLIAMSON                         | --                  | 0.2        | 0.2        | --         | --         | --         |
| OTHERS  | --                  | --         | --         | --         | --         | --         |
| <b>BRAND FAMILY SHARES %</b>                  |                     |            |            |            |            |            |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |            |            |            |            |            |
| 1) LIBERTE                                    | SONATAM             | 54.6       | 54.7       | 56.5       | 46.4       | 49.4       |
| 2) CLAREMONT                                  | ROTHMANS            | --         | --         | --         | 11.6       | 14.2       |
| 3) MARLBORO                                   | PM                  | 18.4       | 15.6       | 13.5       | 13.4       | 13.0       |
| 4) CRAVEN                                     | ROTHMANS            | 7.5        | 7.0        | 7.6        | 10.2       | 9.3        |
| 5) MANSA                                      | SONATAM             | 5.0        | 6.1        | 7.2        | 5.0        | 3.1        |
| 6) DUNHILL INT'L                              | ROTHMANS            | 2.5        | 4.5        | 5.3        | 6.1        | 6.3        |
| 7) GAULOISES                                  | SEITA               | 8.3        | 7.9        | 6.6        | 4.3        | 3.0        |
| 8) FINE                                       | SEITA               | --         | --         | 2.1        | 2.3        | 1.2        |
| 9) L&M  | PM                  | --         | --         | --         | --         | 0.1        |
| 10) ROTHMANS KS                               | ROTHMANS            | --         | 0.2        | 0.2        | 0.2        | 0.1        |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

|   | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEIDA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   |      | 2    | 2    | 2    | 2    | 2    |
| B) RADIO  |      | 2    | 2    | **1  | ***3 |      |
| C) NEWSPAPERS                                   |      | 1    | 1    | **1  | ***3 |      |
| D) MAGAZINES                                    |      | 1    | 1    | **1  | ***3 |      |
| E) COUPONS                                      | N/A  | N/A  | **1  | ***3 |      |      |
| F) POINT OF SALE                                | *1   | *1   | **1  | ***3 |      |      |
| G) BILLBOARDS                                   | 2    | 2    | **1  | ***3 |      |      |
| H) CINEMA                                       | 2    | 1    | **1  | ***3 |      |      |
| I) SAMPLING                                     | N/A  | 1    | **1  | ***3 |      |      |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|                                     |                |    |    |    |    |
|-------------------------------------|----------------|----|----|----|----|
| WARNING ON:                         | A) PACKS       | NO | NO | NO | NO |
|                                     | B) CARTONS     | NO | NO | NO | NO |
|                                     | C) ADVERTISING | NO | NO | NO | NO |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b> |                |    |    |    |    |
|                                     | A) PACKS       | NO | NO | NO | NO |
|                                     | B) CARTONS     | NO | NO | NO | NO |
|                                     | C) ADVERTISING | NO | NO | NO | NO |

\*BUT SPECIFIC RESTRICTION FOR TOBACCO ADVERTISING.

\*\*TO BE CHANNELLED THROUGH THE MONOPOLY.

\*\*\*BY VOLUNTARY AGREEMENT

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET:** MALTA

|   | 1986        | 1987              | 1988         | 1989        | 1990        | 1991        |
|---|-------------|-------------------|--------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (MILLIONS)</b> | <b>635</b>  | <b>640</b>        | <b>645</b>   | <b>640</b>  | <b>630</b>  | <b>630</b>  |
| OF WHICH LOCAL MANUFACTURE: %                 | 99.2        | 99.5              | 99.4         | 99.4        | 99.4        | 99.4        |
| 1) IMPORTED FROM 1) US                        | 0.8         | 0.4               | 0.3          | 0.3         | 0.3         | 0.3         |
| 2) UK   | --          | 0.4               | 0.3          | 0.3         | 0.3         | 0.3         |
| <b>POPULATION TOTAL (MILLIONS)</b>            | <b>0.32</b> | <b>0.32</b>       | <b>0.32</b>  | <b>0.32</b> | <b>0.36</b> | <b>0.36</b> |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1984</b> | <b>2000</b>       | <b>2015</b>  | <b>2000</b> | <b>2182</b> | <b>2182</b> |
| <b>COMPANY SHARES</b>                         |             |                   |              |             |             |             |
| 1) CARRERAS OF MALTA                          | 62.7        | 62.5              | 64.0         | 64.4        | 63.6        | 63.4        |
| 2) MALTA TOBACCO (BAT)                        | 31.2        | 30.3              | 29.5         | 29.5        | 29.5        | 29.5        |
| 3) PM   | 2.7         | 2.8               | 3.1          | 3.0         | 3.3         | 3.3         |
| 4) GALLAHER                                   | 2.0         | 3.3               | 2.5          | 2.5         | 3.0         | 3.2         |
| 5) ATW  | 1.1         | 0.8               | 0.6          | 0.6         | 0.6         | 0.6         |
| <b>BRAND FAMILY SHARES %</b>                  |             |                   |              |             |             |             |
| BRAND NAME                                    | TRADEMARK   | OWNERSHIP         | MANUFACTURER |             |             |             |
| 1) ROTHMANS                                   | ROTHMANS    | CENTRAL CIGT. CO. | 46.5         | 45.9        | 51.1        | 58.8        |
| 2) DU MAURIER                                 | BAT         | CENTRAL CIGT. CO. | 26.4         | 25.6        | 24.0        | 23.2        |
| 3) DUNHILL                                    | ROTHMANS    | CENTRAL CIGT. CO. | 15.6         | 15.0        | 15.4        | 11.2        |
| 4) MARLBORO                                   | PM          | ATW (MALTA)       | 2.7          | 2.8         | 3.1         | 2.7         |
| 5) SILK CUT                                   | GALLAHER    | GALLAHER          | 2.0          | 3.3         | 2.5         | 1.8         |
| 6) B&H  | BAT         | CENTRAL CIGT. CO. | 4.7          | 4.7         | 2.3         | 1.7         |
| 7) MILDE SORTE                                | ATW         | ATW (MALTA)       | 0.6          | 0.5         | 0.3         | 0.3         |
| 8) RONSON                                     | ATW         | ATW (MALTA)       | 0.5          | 0.3         | 0.3         | 0.3         |
| <b>MARKET SEGMENTATION %</b>                  |             |                   |              |             |             |             |
| FILTER  |             | 100               | 100          | 100         | 100         | 100         |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**MALTA**

|   | 1986  | 1987  | 1988 | 1989  | 1990 | 1991 |
|---|-------|-------|------|-------|------|------|
| <b>TAR &amp; NICOTINE SEGMENTATION %</b>        |       |       |      |       |      |      |
| LOW (-15mg)                                     | 91.0  | 91.0  | 91.0 | 91.0  | 91.0 | 91.0 |
| HIGH/FULL FLAVOR (+15mg)                        | 9.0   | 9.0   | 9.0  | 9.0   | 9.0  | 9.0  |
| <b>TOBACCO TYPE SEGMENTATION %</b>              |       |       |      |       |      |      |
| BLOND: AMERICAN                                 | 3.2   | 3.1   | 3.4  | 3.0   | 3.4  | 3.4  |
| VIRGINIA  | 96.2  | 95.4  | 96.3 | 96.7  | 96.3 | 96.3 |
| EUROPEAN  | 0.6   | 0.5   | 0.3  | 0.3   | 0.3  | 0.3  |
| <b>LENGTH SEGMENTATION %</b>                    |       |       |      |       |      |      |
| 70 MM AND SHORTER                               | 56.8  | 56.1  | 55.1 | 54.5  | 54.5 | 54.5 |
| 71 MM TO 85 MM                                  | 43.2  | 43.9  | 44.9 | 45.5  | 45.5 | 45.5 |
| <b>PACK TYPE SEGMENTATION %</b>                 |       |       |      |       |      |      |
| SOFT PACK                                       | ---   | ---   | ---  | ---   | ---  | ---  |
| FLIP TOP BOX                                    | 100.0 | 100.0 | 00.0 | 100.0 | 100  | 100  |
| PRINCESS PACK                                   | ---   | ---   | ---  | ---   | ---  | ---  |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |       |       |      |       |      |      |
| *NOTATIONS: 1) YES                              |       |       |      |       |      |      |
| 2) BANNED                                       |       |       |      |       |      |      |
| 3) RESTRICTED                                   |       |       |      |       |      |      |
| A) TELEVISION                                   | 2     | 2     | 2    | 2     | 2    | 2    |
| B) RADIO  | 3     | 3     | 3    | 3     | 2    | 2    |
| C) NEWSPAPERS                                   | 1     | 1     | 1    | 1     | 1    | 1    |
| D) MAGAZINES                                    | 1     | 1     | 1    | 1     | 1    | 1    |
| E) COUPONS                                      | 2     | 2     | 2    | 2     | 3    | 3    |
| F) POINT OF SALE                                | 1     | 1     | 1    | 1     | 1    | 1    |
| G) BILLBOARDS                                   | 3     | 3     | 3    | 3     | 3    | 3    |
| H) CINEMA                                       | 2     | 2     | 2    | 2     | 2    | 2    |
| I) SAMPLING                                     | 1     | 1     | 1    | 1     | 1    | 1    |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: MOROCCO

|  | 1986                | 1987        | 1988        | 1989        | 1990        | 1991        |
|--|---------------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>  | <b>14.0</b>         | <b>14.8</b> | <b>14.8</b> | <b>14.7</b> | <b>14.2</b> | <b>14.0</b> |
| <b>PER CAPITA CONSUMPTION</b>                  | <b>660</b>          | <b>675</b>  | <b>660</b>  | <b>599</b>  | <b>567</b>  | <b>545</b>  |
| <b>COMPANY SHARES OF TOTAL MARKET (%)</b>      |                     |             |             |             |             |             |
| 1)REGIE DES TABACS                             | 89.9                | 91.4        | 90.2        | 88.7        | 88.2        | 86.2        |
| 2)R.J. REYNOLDS                                | 5.2                 | 5.0         | 6.2         | 6.3         | 6.6         | 8.1         |
| 3)PHILIP MORRIS                                | 4.2                 | 3.0         | 3.1         | 4.4         | 4.6         | 5.1         |
| 4)BROWN & WILLIAMSON                           | 0.3                 | 0.3         | 0.3         | 0.3         | 0.2         | 0.2         |
| OTHERS   | 0.4                 | 0.3         | 0.2         | 0.3         | 0.4         | 0.4         |
| <b>BRAND FAMILY SHARES OF TOTAL MARKET (%)</b> |                     |             |             |             |             |             |
| <b>BRAND NAME</b>                              | <b>MANUFACTURER</b> |             |             |             |             |             |
| 1)CASA SPORT                                   | REGIE               | 47.4        | 51.8        | 50.7        | 47.0        | 45.1        |
| 2)MARQUISES                                    | REGIE               | 5.0         | 4.6         | 7.2         | 11.9        | 13.9        |
| 3)OLYMPIC                                      | REGIE               | 18.6        | 16.0        | 13.2        | 11.0        | 9.8         |
| 4)WINSTON                                      | R.J. REYNOLDS       | 5.1         | 4.9         | 6.0         | 6.2         | 6.5         |
| 5)BEST   | REGIE               | 6.8         | 6.1         | 6.7         | 7.3         | 7.5         |
| 6)MARLBORO                                     | PHILIP MORRIS       | 4.1         | 3.0         | 3.1         | 4.4         | 4.5         |
| 7)MARVEL                                       | REGIE               | ---         | 0.2         | 0.1         | 0.7         | 2.8         |
| 8)MAGHREB                                      | REGIE               | 3.9         | 3.7         | 3.7         | 3.2         | 2.9         |
| 9)FAVORITES                                    | REGIE               | 3.2         | 3.7         | 2.3         | 2.9         | 2.4         |
| 10)TROUPE FAR                                  | REGIE               | 1.9         | 2.2         | 2.9         | 2.3         | 2.0         |
| <b>MARKET SEGMENTATION %</b>                   |                     |             |             |             |             |             |
| <b>FILTER</b>                                  | 47.2                | 42.2        | 44.1        | 47.8        | 50.5        | 59.0        |
| <b>NON-FILTER</b>                              | 52.8                | 57.8        | 55.9        | 52.2        | 49.5        | 41.0        |
| <b>INTERNATIONAL/LOCAL SEGMENTATION (%)</b>    |                     |             |             |             |             |             |
| <b>LOCAL</b>                                   | 89.9                | 91.4        | 90.2        | 88.7        | 88.2        | 86.2        |
| <b>INTERNATIONAL</b>                           | 10.1                | 8.6         | 9.8         | 11.3        | 11.8        | 13.8        |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**(MOROCCO)**

|                                      | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>COMPANY SHARES OF IMPORTS (%)</b> |             |             |             |             |             |             |
| 1)R.J. REYNOLDS                      | 51.4        | 58.1        | 62.5        | 56.1        | 56.5        | 58.8        |
| 2)PHILIP MORRIS                      | 41.2        | 34.5        | 31.6        | 38.8        | 38.7        | 36.9        |
| 3)BROWN & WILLIAMSON                 | 2.7         | 3.2         | 2.7         | 2.3         | 2.0         | 1.8         |
| OTHERS                               | 4.7         | 4.2         | 3.2         | 2.8         | 2.7         | 2.5         |

**BRAND FAMILY SHARES OF IMPORTS (%)**

| <b>BRAND NAME</b> | <b>MANUFACTURER</b> | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|-------------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1)WINSTON         | R.J. REYNOLDS       | 50.0        | 56.4        | 60.6        | 54.8        | 55.2        | 57.5        |
| 2)MARLBORO        | PHILIP MORRIS       | 41.0        | 34.4        | 31.4        | 38.7        | 38.7        | 36.8        |
| 3)KENT            | BROWN & WILLIAMSON  | 2.7         | 3.2         | 2.7         | 2.3         | 2.0         | 1.8         |
| 4)CAMEL           | R.J. REYNOLDS       | 1.1         | 1.3         | 1.7         | 1.2         | 1.1         | 1.1         |

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(MOROCCO)

1986      1987      1988      1989      1990      1991

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

|                  |     |     |      |      |      |
|------------------|-----|-----|------|------|------|
| A) TELEVISION    | 2   | 2   | 2    | 2    | 2    |
| B) RADIO         | 2   | 2   | ***1 | 1    | 1    |
| C) NEWSPAPERS    | *3  | *3  | ***3 | ***3 | ***3 |
| D) MAGAZINES     | *3  | *3  | ***3 | ***3 | ***3 |
| E) COUPONS       | 2   | 2   | 2    | 2    | 2    |
| F) POINT OF SALE | 3   | 3   | ***3 | ***3 | ***3 |
| G) BILLBOARDS    | 3   | 3   | ***3 | ***3 | ***3 |
| H) CINEMA        | 1   | 1   | ***1 | 1    | 1    |
| I) SAMPLING      | **3 | **3 | ***3 | ***3 | ***3 |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |    |    |    |    |
|-------------|----------------|----|----|----|----|
| WARNING ON: | A) PACKS       | NO | NO | NO | NO |
|             | B) CARTONS     | NO | NO | NO | NO |
|             | C) ADVERTISING | NO | NO | NO | NO |

**SPECIFIC T&N NUMBERS ON:**

|                |    |    |    |    |
|----------------|----|----|----|----|
| A) PACKS       | NO | NO | NO | NO |
| B) CARTONS     | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO |

\*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).

\*\*DURING PROMOTIONS ONLY.

\*\*\*SUBJECT TO APPROVAL OF MONOPOLY.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

|  | 1986                | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|---------------------|------|------|------|------|------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>      | 7.9                 | 7.7  | 8.7  | 8.5  | 7.2  | 6.7  |
| <b>PER CAPITA CONSUMPTION</b>                      | 80                  | 78   | 85   | 81   | 68   |      |
| <b>COMPANY SHARES (%)</b>                          |                     |      |      |      |      |      |
| 1)NIGERIA TOBACCO COMPANY (B.A.T.)                 | 82.1                | 79.4 | 82.0 | 82.5 | 86.1 | 87.2 |
| 2)INTERNATIONAL TOBACCO COMPANY<br>LIMITED (25%PM) | 17.9                | 20.6 | 18.0 | 17.5 | 13.9 | 12.8 |
| <b>BRAND FAMILY %</b>                              |                     |      |      |      |      |      |
| <b>BRAND NAME</b>                                  | <b>MANUFACTURER</b> |      |      |      |      |      |
| 1)THREE RINGS                                      | NTC                 | 36.1 | 32.1 | 35.7 | 35.1 | 38.2 |
| 2)SM   | NTC                 | 13.7 | 11.9 | 13.0 | 12.9 | 15.4 |
| 3)GOLD LEAF  | NTC                 | 12.4 | 13.7 | 10.8 | 13.0 | 12.7 |
| 4)HIGH SOCIETY                                     | NTC                 | 10.9 | 13.9 | 10.4 | 9.1  | 10.6 |
| 5)LINK   | ITCL/PM             | 9.4  | 10.2 | 8.1  | 8.5  | 7.4  |
| 6)MARS   | NTC                 | 7.1  | 5.7  | 6.0  | 5.6  | 6.3  |
| 7)GREEN SPOT                                       | ITCL/PM             | 3.4  | 3.9  | 4.5  | 4.6  | 4.4  |
| 8)TARGET   | ITCL/PN             | 4.6  | 6.5  | 5.2  | 3.9  | 1.9  |
| 9)BICYCLE  | NTC                 | ---  | ---  | 0.4  | 0.6  | 0.7  |
| 10)MARLBORO  | ITCL/PM             | 0.3  | 0.1  | 0.2  | 0.4  | 0.1  |
| <b>MARKET SEGMENTATION %</b>                       |                     |      |      |      |      |      |
| FILTER   | 97.4                | 98.0 | 94.8 | 94.6 | 93.7 | 92.7 |
| NON-FILTER   | 2.6                 | 2.0  | 5.2  | 5.4  | 6.3  | 7.3  |
| <b>PRICE SEGMENTATION</b>                          |                     |      |      |      |      |      |
| PREMIUM  | 4.7                 | 1.7  | 5.5  | 3.8  | 0.1  | 0.1  |
| MEDIUM   | 30.6                | 38.5 | 33.2 | 33.5 | 31.3 | 56.1 |
| LOW  | 64.7                | 59.8 | 61.2 | 62.7 | 68.6 | 43.8 |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

|   | 1986          | 1987  | 1988 | 1989 | 1990 | 1991 |
|---|---------------|-------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |               |       |      |      |      |      |
| *NOTATIONS:                                     | 1) YES        |       |      |      |      |      |
|   | 2) BANNED     |       |      |      |      |      |
|   | 3) RESTRICTED |       |      |      |      |      |
| A) TELEVISION                                   |               | *1    | 1    | 2    |      |      |
| B) RADIO  |               | **1   | 1    | 3    |      |      |
| C) NEWSPAPERS                                   |               | ***1  | 1    | 3    |      |      |
| D) MAGAZINES                                    |               | ***1  | 1    | 3    |      |      |
| E) COUPONS                                      |               | N/A   | 1    | 3    |      |      |
| F) POINT OF SALE                                |               | 1     | 1    | 3    |      |      |
| G) BILLBOARDS                                   |               | 1     | 1    | 3    |      |      |
| H) CINEMA                                       |               | 1     | 1    | 3    |      |      |
| I) SAMPLING                                     |               | ****2 | 1    | 3    |      |      |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |    |    |     |
|-------------|----------------|----|----|-----|
| WARNING ON: | A) PACKS       | NO | NO | YES |
|             | B) CARTONS     | NO | NO | NO  |
|             | C) ADVERTISING | NO | NO | YES |

**SPECIFIC T&N NUMBERS ON:**

|                |    |    |     |
|----------------|----|----|-----|
| A) PACKS       | NO | NO | YES |
| B) CARTONS     | NO | NO | NO  |
| C) ADVERTISING | NO | NO | YES |

\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.

\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.

\*\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

\*\*\*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

\*\*\*\*BY VOLUNTARY AGREEMENT SINCE 1982.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

|   | 1986                | 1987       | 1988       | 1989       | 1990       | 1991       |
|---|---------------------|------------|------------|------------|------------|------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>2.6</b>          | <b>2.7</b> | <b>2.8</b> | <b>2.9</b> | <b>2.9</b> | <b>3.0</b> |
| <b>PER CAPITA</b>                             | <b>630</b>          | <b>654</b> | <b>677</b> | <b>694</b> | <b>694</b> | <b>708</b> |
| <b>COMPANY SHARES (%)</b>                     |                     |            |            |            |            |            |
| 1)SKANDINAVISK TOBACCO CO. (STC)              | 37.9                | 39.9       | 42.1       | 46.5       | 49.4       | 51.9       |
| 2)PHILIP MORRIS                               | 14.0                | 14.3       | 14.4       | 15.0       | 15.0       | 15.4       |
| 3)B.A.T.                                      | 14.8                | 13.9       | 13.5       | 12.6       | 11.7       | 10.6       |
| 4)BROWN & WILLIAMSON                          | 9.4                 | 8.8        | 7.9        | 8.3        | 7.9        | 7.7        |
| 5)TIEDEMANN                                   | 8.2                 | 7.8        | 8.1        | 8.0        | 7.2        | 6.9        |
| 6)ROTHMANS INTERNATIONAL                      | 9.1                 | 9.1        | 8.4        | 5.2        | 4.5        | 4.1        |
| 7)R. J. REYNOLDS                              | 4.8                 | 4.6        | 4.1        | 2.9        | 3.1        | 2.7        |
| OTHERS  | 1.8                 | 1.6        | 1.4        | 1.5        | 1.2        | 0.7        |
| <b>BRAND FAMILY SHARES %</b>                  |                     |            |            |            |            |            |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |            |            |            |            |            |
| 1)PRINCE                                      | STC                 | 37.9       | 39.9       | 42.1       | 46.5       | 49.4       |
| 2)MARLBORO                                    | P. M.               | 11.9       | 11.8       | 12.0       | 12.8       | 12.9       |
| 3)PALL MALL                                   | BAT                 | 13.8       | 12.7       | 12.6       | 11.8       | 10.9       |
| 4)BARCLAY                                     | B&W                 | 8.6        | 8.0        | 7.4        | 7.9        | 7.5        |
| 5)DUNHILL                                     | R.I                 | 6.7        | 6.5        | 6.3        | 4.3        | 3.8        |
| 6)PETTEROE'S                                  | TIEDEMANN           | 2.1        | 2.4        | 2.5        | 2.7        | 3.0        |
| 7)MERIT                                       | P. M.               | 1.8        | 2.4        | 2.3        | 2.1        | 1.9        |
| 8)SOUTH STATE                                 | TIEDEMANN           | 3.3        | 2.7        | 2.3        | 2.1        | 1.7        |
| 9)SALEM                                       | R.J.R.              | 2.0        | 2.0        | 1.8        | 1.3        | 1.2        |
| 10)CAMEL                                      | R.J.R.              | 1.3        | 1.3        | 1.3        | 1.1        | 1.0        |

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| <u>(NORWAY)</u>                         | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>TASTE CATEGORY SEGMENTATION (%)</b>  |      |      |      |      |      |      |
| FULL FLAVOR (15 MG AND OVER)            | 60.2 | 55.8 | 52.6 | 48.8 | 45.4 | 42.9 |
| LIGHTS (8-14)                           | 30.9 | 34.6 | 38.1 | 41.6 | 45.4 | 48.0 |
| SUPERLIGHTS (0-7 MG)                    | 9.1  | 9.7  | 9.3  | 9.6  | 9.2  | 9.1  |
| <b>MARKET SEGMENTATION (%)</b>          |      |      |      |      |      |      |
| FILTER                                  | 91.4 | 92.6 | 93.4 | 94.0 | 94.6 | 95.5 |
| NON-FILTER                              | 8.6  | 7.4  | 6.6  | 6.0  | 5.4  | 4.5  |
| <b>SEGMENTATION BY PACK TYPE %</b>      |      |      |      |      |      |      |
| BOX                                     | 86.0 | 89.4 | 90.5 | 90.6 | 91.2 | 92.2 |
| SOFT                                    | 13.9 | 10.6 | 9.5  | 9.4  | 8.8  | 7.8  |
| PRINCESS                                | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| <b>SEGMENTATION BY ITEMS PER PACK %</b> |      |      |      |      |      |      |
| 10'S PACK                               | 15.5 | 15.6 | 15.1 | 15.7 | 15.1 | 15.9 |
| 14'S PACK                               | 0.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| 20'S PACK                               | 84.5 | 84.4 | 84.9 | 84.3 | 84.3 | 84.1 |
| 50'S PACK                               | ---  | ---  | ---  | 0.0  | 0.0  | 0.0  |
| <b>SEGMENTATION BY SIZE %</b>           |      |      |      |      |      |      |
| 67-75 MM                                | 4.3  | 3.6  | 2.9  | 2.6  | 2.2  | 1.9  |
| 76-82 MM                                | 5.4  | 5.1  | 4.4  | 3.3  | 3.1  | 2.6  |
| 83-85 MM                                | 90.3 | 91.2 | 92.7 | 94.1 | 94.7 | 95.5 |
| 86 AND ABOVE                            | 0.1  | 0.1  | 0.0  | 0.0  | 0.0  | 0.0  |
| <b>MENTHOL SEGMENTATION %</b>           |      |      |      |      |      |      |
| MENTHOL                                 | 7.8  | 7.3  | 7.0  | 5.7  | 5.1  | 4.4  |
| NON-MENTHOL                             | 92.2 | 92.7 | 93.0 | 94.3 | 94.9 | 95.6 |

2500058352

EEMA 37

(NORWAY)

1986      1987      1988      1989      1990      1991

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES  
              2) BANNED  
              3) RESTRICTED

|                  |     |   |   |   |   |
|------------------|-----|---|---|---|---|
| A) TELEVISION    |     | 2 | 2 | 2 | 2 |
| B) RADIO         |     | 2 | 2 | 2 | 2 |
| C) NEWSPAPERS    |     | 2 | 2 | 2 | 2 |
| D) MAGAZINES     |     | 2 | 2 | 2 | 2 |
| E) COUPONS       | N/A | 2 | 2 | 2 | 2 |
| F) POINT OF SALE |     | 2 | 2 | 2 | 2 |
| G) BILLBOARDS    |     | 2 | 2 | 2 | 2 |
| H) CINEMA        |     | 2 | 2 | 2 | 2 |
| I) SAMPLING      |     | 2 | 2 | 2 | 2 |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

| WARNING ON: | A) PACKS       | YES        | YES        | YES        | YES |
|-------------|----------------|------------|------------|------------|-----|
|             | B) CARTONS     | NO         | NO         | NO         | NO  |
|             | C) ADVERTISING | PROHIBITED | PROHIBITED | PROHIBITED | N/A |

**SPECIFIC T&N NUMBERS ON:**

| A) PACKS       | YES        | YES        | YES        | YES |
|----------------|------------|------------|------------|-----|
| B) CARTONS     | NO         | NO         | NO         | NO  |
| C) ADVERTISING | PROHIBITED | PROHIBITED | PROHIBITED | N/A |

2500058353

EEMA 38

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

|   | 1986                | 1987       | 1988       | 1989       | 1990       | 1991       |
|---|---------------------|------------|------------|------------|------------|------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>1.2</b>          | <b>1.1</b> | <b>1.1</b> | <b>1.1</b> | <b>1.2</b> | <b>1.2</b> |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>959</b>          | <b>834</b> | <b>799</b> | <b>766</b> | <b>814</b> | <b>812</b> |
| <b>COMPANY SHARES (%)</b>                     |                     |            |            |            |            |            |
| 1)B.A.T.                                      | 46.4                | 45.1       | 43.5       | 43.6       | 43.3       | 41.0       |
| 2)ROTHMANS INTERNATIONAL                      | 38.5                | 38.4       | 37.1       | 35.3       | 33.8       | 32.4       |
| 3)PHILIP MORRIS                               | 5.8                 | 7.1        | 8.7        | 10.2       | 12.2       | 14.8       |
| 4)R. J. REYNOLDS                              | 2.0                 | 1.1        | 2.4        | 3.2        | 3.4        | 4.5        |
| 5)GALLAHER                                    | 2.0                 | 2.2        | 2.6        | 2.6        | 2.2        | 2.3        |
| 6)BROWN & WILLIAMSON                          | 1.2                 | 1.0        | 1.0        | 1.0        | 0.8        | 0.7        |
| OTHERS  | 4.1                 | 5.1        | 4.7        | 4.4        | 4.3        | 4.3        |
| <b>BRAND FAMILY SHARES %</b>                  |                     |            |            |            |            |            |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |            |            |            |            |            |
| 1)ROTHMANS                                    | R.I.                | 28.5       | 26.7       | 22.7       | 20.9       | 19.8       |
| 2)PLAYERS GOLD LEAF                           | B.A.T.              | 27.2       | 21.7       | 18.6       | 16.9       | 16.1       |
| 3)MARLBORO                                    | PHILIP MORRIS       | 5.5        | 6.5        | 7.9        | 9.7        | 11.7       |
| 4)CAPSTAN                                     | B.A.T.              | 3.4        | 5.5        | 6.2        | 7.3        | 8.8        |
| 5)STATE EXPRESS                               | B.A.T.              | 8.8        | 8.5        | 8.6        | 8.7        | 8.4        |
| 6)DUNHILL                                     | R.I.                | 7.5        | 8.0        | 7.4        | 7.1        | 6.6        |
| 7)CRAVEN A                                    | R.I.                | 1.2        | 2.3        | 5.5        | 6.0        | 6.1        |
| 8)WILLS GOLD FLAKE                            | B.A.T.              | --         | --         | 1.4        | 3.8        | 4.3        |
| 9)BENSON & HEDGES                             | B.A.T.              | 3.5        | 3.3        | 3.4        | 3.3        | 3.0        |
| 10)DORCHESTER                                 | R.J. REYNOLDS       | ---        | ---        | 1.4        | 1.7        | 1.9        |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>        |                     |            |            |            |            |            |
| FULL FLAVOR (10-12 MG)                        | 96.7                | 95.6       | 93.3       | 91.7       | 90.9       | 88.2       |
| LIGHTS (6-9 MG)                               | 2.5                 | 3.3        | 5.3        | 6.9        | 7.9        | 10.5       |
| SUPERLIGHTS (<6 MG)                           | 0.9                 | 1.1        | 1.4        | 1.4        | 1.2        | 1.3        |

(OMAN)

PHILIP MORRIS INTERNATIONAL FACT BOOK

|                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-------------------------------|------|------|------|------|------|------|
| <b>PRICE SEGMENTATION (%)</b> |      |      |      |      |      |      |
| ABOVE PREMIUM                 | 1.0  | 0.9  | 1.0  | 0.9  | 0.9  | 0.9  |
| PREMIUM                       | 39.5 | 38.5 | 36.7 | 37.1 | 37.1 | 38.2 |
| BELOW PREMIUM                 | 14.0 | 14.5 | 13.3 | 12.7 | 11.4 | 9.7  |
| MEDIUM                        | 35.0 | 27.8 | 25.6 | 24.2 | 23.3 | 21.6 |
| LOW                           | 3.6  | 6.9  | 7.9  | 13.4 | 14.7 | 15.0 |
| CHEAP                         | 6.9  | 11.4 | 15.5 | 11.7 | 12.7 | 14.6 |
| <b>BY BLEND %</b>             |      |      |      |      |      |      |
| UK                            | 90.2 | 89.8 | 88.2 | 85.5 | 83.7 | 80.4 |
| US                            | 9.1  | 9.2  | 11.7 | 13.8 | 15.4 | 18.7 |
| OTHERS                        | 0.7  | 1.0  | 0.1  | 0.7  | 0.9  | 0.9  |

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

|                  |    |    |   |     |
|------------------|----|----|---|-----|
| A) TELEVISION    | 2  | 2  | 2 | 2   |
| B) RADIO         | 2  | 2  | 2 | 2   |
| C) NEWSPAPERS    | 1  | 1  | 1 | 1   |
| D) MAGAZINES     | 1  | 1  | 1 | 1   |
| E) COUPONS       | 1  | 1  | 1 | 1   |
| F) POINT OF SALE | *3 | *3 | 1 | **3 |
| G) BILLBOARDS    | 2  | 2  | 2 | 2   |
| H) CINEMA        | 2  | 2  | 2 | 2   |
| I) SAMPLING      | 1  | 1  | 1 | 1   |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | YES | YES | YES | YES |

**SPECIFIC T&N NUMBERS ON:**

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| A) PACKS       | YES | YES | YES | YES |
| B) CARTONS     | NO  | NO  | NO  | NO  |
| C) ADVERTISING | NO  | NO  | NO  | NO  |

\*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.

\*\*INDOOR ONLY

2500058355

EEMA 40

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: POLAND**

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991        |
|---|--------------|--------------|--------------|--------------|--------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>98.0</b>  | <b>96.0</b>  | <b>95.3</b>  | <b>86.0</b>  | <b>97.5</b>  | <b>97.0</b> |
| <b>POPULATION IN MILLIONS</b>                 | <b>36.7</b>  | <b>36.7</b>  | <b>36.7</b>  | <b>36.7</b>  | <b>36.7</b>  | <b>38.0</b> |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>2,670</b> | <b>2,616</b> | <b>2,597</b> | <b>2,343</b> | <b>2,657</b> | <b>2553</b> |

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES
- 2) BANNED
- 3) RESTRICTED

|                  |   |   |
|------------------|---|---|
| A) TELEVISION    | 2 | 2 |
| B) RADIO         | 2 | 2 |
| C) NEWSPAPERS    | 1 | 1 |
| D) MAGAZINES     | 1 | 1 |
| E) COUPONS       | 1 | 1 |
| F) POINT OF SALE | 1 | 1 |
| G) BILLBOARDS    | 1 | 1 |
| H) CINEMA        | 1 | 1 |
| I) SAMPLING      | 1 | 1 |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|                    |                       |            |            |
|--------------------|-----------------------|------------|------------|
| <b>WARNING ON:</b> | <b>A) PACKS</b>       | <b>YES</b> | <b>YES</b> |
|                    | <b>B) CARTONS</b>     | <b>NO</b>  | <b>NO</b>  |
|                    | <b>C) ADVERTISING</b> | <b>NO</b>  | <b>NO</b>  |

**SPECIFIC T&N NUMBERS ON:**

|                       |            |            |
|-----------------------|------------|------------|
| <b>A) PACKS</b>       | <b>YES</b> | <b>YES</b> |
| <b>B) CARTONS</b>     | <b>NO</b>  | <b>NO</b>  |
| <b>C) ADVERTISING</b> | <b>NO</b>  | <b>NO</b>  |

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

|   | 1986                | 1987        | 1988        | 1989        | 1990        | 1991        |
|---|---------------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>0.6</b>          | <b>0.6</b>  | <b>0.6</b>  | <b>0.6</b>  | <b>0.6</b>  | <b>0.7</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1747</b>         | <b>1697</b> | <b>1721</b> | <b>1600</b> | <b>1663</b> | <b>1459</b> |
| <b>COMPANY SHARES (%)</b>                     |                     |             |             |             |             |             |
| 1)ROTHMANS INTERNATIONAL                      | 44.5                | 44.1        | 44.0        | 45.5        | 42.3        | 43.1        |
| 2)PHILIP MORRIS                               | 14.6                | 16.9        | 19.6        | 20.2        | 22.7        | 24.1        |
| 3)B.A.T.                                      | 29.3                | 27.2        | 25.2        | 21.4        | 21.9        | 21.6        |
| 4)R.J. REYNOLDS                               | 2.4                 | 2.3         | 1.7         | 4.1         | 5.2         | 4.0         |
| 5)GALLAHER                                    | 3.9                 | 3.7         | 3.0         | 3.0         | 2.5         | 2.3         |
| 6)BROWN & WILLIAMSON                          | 3.4                 | 2.9         | 2.9         | 2.8         | 2.1         | 1.9         |
| OTHERS  | 2.0                 | 2.9         | 3.6         | 3.0         | 3.3         | 3.0         |
| <b>BRAND FAMILY SHARES (%)</b>                |                     |             |             |             |             |             |
| <b>BRAND NAME</b>                             | <b>MANUFACTURER</b> |             |             |             |             |             |
| 1)JUBILEE                                     | R.I.                | 2.1         | 5.6         | 8.0         | 13.3        | 17.2        |
| 2)MARLBORO                                    | PHILIP MORRIS       | 14.1        | 16.3        | 18.6        | 18.9        | 18.5        |
| 3)ROTHMANS                                    | R.I.                | 31.0        | 27.3        | 25.9        | 23.2        | 17.7        |
| 4)PLAYERS GOLD LEAF                           | B.A.T.              | 15.7        | 11.9        | 11.1        | 6.9         | 6.5         |
| 5)WILLS GOLD FLAKE                            | B.A.T.              | ---         | ---         | ---         | 4.2         | 7.6         |
| 6)L&M   | PHILIP MORRIS       | 0.1         | 0.3         | 0.5         | 0.8         | 3.7         |
| 7)DUNHILL                                     | R.I.                | 8.0         | 7.3         | 6.5         | 6.1         | 4.8         |
| 8)STATE EXPRESS 555                           | B.A.T.              | 9.2         | 8.1         | 7.3         | 5.3         | 3.7         |
| 9)BENSON & HEDGES                             | B.A.T.              | 3.8         | 3.6         | 3.2         | 2.8         | 2.6         |
| 10)SILK CUT                                   | GALLAHER            | 2.9         | 3.0         | 2.5         | 2.5         | 2.1         |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>        |                     |             |             |             |             |             |
| FULL FLAVOR                                   | 92.0                | 89.5        | 88.5        | 86.8        | 84.7        | 83.7        |
| LIGHTS  | 6.1                 | 8.2         | 9.3         | 10.7        | 13.0        | 14.1        |
| SUPERLIGHTS                                   | 1.9                 | 2.3         | 2.2         | 2.4         | 2.3         | 2.2         |

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EEMA 42

(QATAR)

PHILIP MORRIS INTERNATIONAL FACT BOOK

|   | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>PRICE SEGMENTATION (%)</b>                   |      |      |      |      |      |      |
| ABOVE PREMIUM                                   | 3.2  | 3.0  | 1.9  | 1.7  | 1.3  | 1.3  |
| PREMIUM   | 58.9 | 55.3 | 53.7 | 53.0 | 46.0 | 43.6 |
| BELOW PREMIUM                                   | 16.7 | 16.5 | 15.7 | 11.1 | 7.9  | 7.3  |
| MEDIUM  | 16.5 | 14.0 | 14.6 | 9.4  | 1.2  | 1.2  |
| LOW   | 2.1  | 2.0  | 2.2  | 1.8  | 10.0 | 17.4 |
| CHEAP   | 2.6  | 9.1  | 11.8 | 23.0 | 33.6 | 29.2 |
| <b>BY BLEND %</b>                               |      |      |      |      |      |      |
| UK  | 77.3 | 74.4 | 72.0 | 71.5 | 67.9 | 68.0 |
| US  | 20.7 | 22.7 | 24.5 | 26.6 | 30.4 | 30.4 |
| OTHERS  | 2.0  | 2.9  | 3.5  | 1.9  | 1.7  | 1.6  |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   | 2    | 2    | 2    | 2    | 2    | 2    |
| B) RADIO  | 2    | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                   | 1    | 1    | 1    | 1    | 1    | 1    |
| D) MAGAZINES                                    | 1    | 1    | 1    | 1    | 1    | 1    |
| E) COUPONS                                      | 1    | 1    | 1    | 1    | 1    | 1    |
| F) POINT OF SALE                                | *3   | *3   | *3   | 3    | 3    | 3    |
| G) BILLBOARDS                                   | 2    | 2    | 2    | 2    | 2    | 2    |
| H) CINEMA                                       | 2    | 2    | 2    | 2    | 2    | 2    |
| I) SAMPLING                                     | **3  | **3  | **3  | 3    | ***3 |      |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | YES | YES | YES | YES |

\*NO ADVERTISING IN FRONT OF OUTLET.

\*\*TOBACCO SAMPLING PROHIBITED IN PUBLIC PREMIS

\*\*\*FOR MAJOR EVENTS - MUNICIPALITY APPROVAL REQUIRED

2500058358

EEMA 43

(QATAR)

PHILIP MORRIS INTERNATIONAL FACT BOOK

|  | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
|--|------|------|------|------|------|------|

SPECIFIC T&N NUMBERS ON:

|                |  |     |     |     |     |
|----------------|--|-----|-----|-----|-----|
| A) PACKS       |  | YES | YES | YES | YES |
| B) CARTONS     |  | NO  | NO  | NO  | NO  |
| C) ADVERTISING |  | NO  | NO  | NO  | NO  |

2500058359

EEMA 44

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: REUNION

|  | 1986        | 1987        | 1988        | 1989        | 1990        | 1991        |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL MARKET (BILLIONS)</b>                       | <b>0.9</b>  | <b>0.9</b>  | <b>1.0</b>  | <b>1.0</b>  | <b>0.9</b>  | <b>0.9</b>  |
| <b>PER CAPITA CONSUMPTION<br/>(TOTAL POPULATION)</b> | <b>1279</b> | <b>1254</b> | <b>1229</b> | <b>1184</b> | <b>1050</b> | <b>1055</b> |
| <b>% COMPANY SHARES</b>                              |             |             |             |             |             |             |
| 1)BAT  | 45.8        | 48.3        | 50.2        | 52.3        | 51.7        | 51.6        |
| 2)SITAR (SEITA)                                      | 31.9        | 28.1        | 26.7        | 23.4        | 22.4        | 20.2        |
| 3)PHILIP MORRIS                                      | 7.0         | 8.4         | 9.4         | 10.7        | 12.6        | 14.6        |
| 4)ROTHMANS INTERNATIONAL                             | 13.1        | 12.6        | 12.1        | 12.1        | 11.7        | 11.6        |
| OTHERS   | 2.2         | 2.6         | 1.6         | 1.5         | 1.6         | 2.0         |

**% BRAND FAMILY SHARES**

| BRAND NAME             | MANUFACTURER | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|------------------------|--------------|------|------|------|------|------|------|
| 1)GLADSTONE            | BAT          | 37.0 | 38.2 | 39.9 | 42.0 | 41.4 | 40.1 |
| 2)MARLBORO             | PM           | 5.6  | 6.6  | 7.5  | 8.2  | 10.5 | 12.3 |
| 2)GAULOISES            | SITAR        | 19.0 | 16.7 | 14.0 | 12.9 | 12.4 | 11.1 |
| 4)BENSON & HEDGES      | BAT          | 7.9  | 8.5  | 9.4  | 9.4  | 9.5  | 10.6 |
| 5)P. STUYVESANT        | RI           | 6.0  | 5.6  | 5.5  | 6.1  | 6.0  | 6.3  |
| 6)ROYALE               | SITAR        | 4.0  | 4.1  | 3.4  | 4.9  | 4.5  | 4.0  |
| 7)CRAVEN A             | RI           | 5.4  | 5.3  | 4.2  | 3.9  | 3.6  | 3.4  |
| 8)BASTOS               | SITAR        | 6.6  | 5.5  | 4.8  | 4.2  | 3.7  | 3.2  |
| 9)PHILIP MORRIS LIGHTS | PM           | 1.5  | 1.7  | 1.9  | 2.2  | 1.8  | 2.1  |
| 10)DUNHILL             | RI           | 1.5  | 1.5  | 1.6  | 1.5  | 1.6  | 1.5  |

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EEMA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

|  | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |      |      |      |      |      |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |      |      |      |      |
| A) TELEVISION                                    |                | 2    | 2    | 2    | 2    | 2    |
| B) RADIO   | 2              | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                    | 3              | 3    | 3    | 3    | 3    | 3    |
| D) MAGAZINES                                     | 3              | 3    | 3    | 3    | 3    | 3    |
| E) COUPONS                                       | 2              | 2    | 2    | 2    | 2    | 2    |
| F) POINT OF SALE                                 | 1              | 1    | 3    | 3    | 3    | 3    |
| G) BILLBOARDS                                    | 2              | 2    | 2    | 2    | 2    | 2    |
| H) CINEMA  | 2              | 2    | 2    | 2    | 2    | 2    |
| I) SAMPLING                                      | 2              | 2    | 3    | 2    |      |      |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |      |      |      |      |      |
| ANSWER EITHER: YES OR NO                         |                |      |      |      |      |      |
| WARNING ON:                                      | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |      |      |      |      |      |
|  | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |

2500058361

EEMA 46

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ROMANIA

|  | 1986  | 1987  | 1988  | 1989  | 1990  | 1991  |
|--|-------|-------|-------|-------|-------|-------|
| TOTAL CIGARETTE CONSUMPTION (BILLIONS) | 35.0  | 35.0  | 34.5  | 34.3  | 32.0  | 32.0  |
| POPULATION IN MILLIONS                 | 23.5  | 23.5  | 23.4  | 23.3  | 23.2  | 23.1  |
| PER CAPITA CONSUMPTION                 | 1,489 | 1,489 | 1,674 | 1,672 | 1,379 | 1,385 |

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES
- 2) BANNED
- 3) RESTRICTED

|                  |   |   |
|------------------|---|---|
| A) TELEVISION    | 1 | 1 |
| B) RADIO         | 1 | 1 |
| C) NEWSPAPERS    | 1 | 1 |
| D) MAGAZINES     | 1 | 1 |
| E) COUPONS       | 1 | 1 |
| F) POINT OF SALE | 1 | 1 |
| G) BILLBOARDS    | 1 | 1 |
| H) CINEMA        | 1 | 1 |
| I) SAMPLING      | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

|             |                |    |    |
|-------------|----------------|----|----|
| WARNING ON: | A) PACKS       | NO | NO |
|             | B) CARTONS     | NO | NO |
|             | C) ADVERTISING | NO | NO |

SPECIFIC T&N NUMBERS ON:

|                |    |    |
|----------------|----|----|
| A) PACKS       | NO | NO |
| B) CARTONS     | NO | NO |
| C) ADVERTISING | NO | NO |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: SAUDI ARABIA**

|   | 1986        | 1987        | 1988        | 1989        | 1990        | 1991        |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>13.2</b> | <b>12.7</b> | <b>13.1</b> | <b>13.7</b> | <b>14.5</b> | <b>14.7</b> |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1100</b> | <b>1172</b> | <b>1216</b> | <b>1240</b> | <b>1200</b> | <b>1175</b> |
| <b>COMPANY SHARES (%)</b>                     |             |             |             |             |             |             |
| 1) PHILIP MORRIS                              | 36.7        | 39.7        | 38.9        | 38.3        | 41.0        | 44.8        |
| 2) R.J. REYNOLDS                              | 5.4         | 11.8        | 18.5        | 19.2        | 17.4        | 14.0        |
| 3) B.A.T.                                     | 9.0         | 8.3         | 7.8         | 10.2        | 11.9        | 12.8        |
| 4) ROTHMANS INTERNATIONAL                     | 23.6        | 20.5        | 15.1        | 13.0        | 11.3        | 10.2        |
| 5) ST. PAULS                                  | 10.6        | 4.3         | 4.0         | 3.9         | 4.1         | 4.3         |
| 6) BROWN & WILLIAMSON                         | 3.8         | 4.7         | 5.4         | 5.2         | 3.8         | 3.4         |
| 8) GALLAHER                                   | 2.2         | 2.1         | 1.8         | 1.6         | 1.9         | 2.6         |
| 7) EASTERN                                    | 2.7         | 2.2         | 2.1         | 2.4         | 1.9         | 2.4         |
| OTHERS  | 6.0         | 6.4         | 6.4         | 6.2         | 6.8         | 5.5         |

**BRAND FAMILY SHARES (%)**

| <b>BRAND NAME</b>     | <b>MANUFACTURER</b> | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|-----------------------|---------------------|------|------|------|------|------|------|
| 1) MARLBORO           | PHILIP MORRIS       | 33.7 | 33.2 | 31.1 | 30.7 | 32.4 | 36.0 |
| 2) GOLD COAST         | R.J.R.              | 3.0  | 9.8  | 17.0 | 17.6 | 15.6 | 11.9 |
| 3) PLAYERS GOLD LEAF  | B.A.T.              | 5.4  | 3.9  | 4.1  | 6.3  | 7.8  | 8.9  |
| 4) ROTHMANS           | R.I.                | 17.0 | 14.5 | 10.4 | 8.9  | 7.7  | 6.3  |
| 5) L&M                | PHILIP MORRIS       | 0.9  | 0.8  | 0.8  | 1.2  | 2.8  | 5.2  |
| 6) LONDON             | ST. PAULS           | 10.6 | 4.3  | 4.0  | 3.9  | 4.1  | 4.3  |
| 7) CLEOPATRA          | EASTERN             | 2.7  | 2.2  | 2.1  | 2.4  | 1.9  | 2.4  |
| 8) VISA               | PHILIP MORRIS       | 0.1  | 3.0  | 5.3  | 5.0  | 4.5  | 2.3  |
| 9) CARLTON            | GALLAHER            | 0.6  | 0.9  | 1.0  | 0.9  | 1.3  | 1.7  |
| 10) STATE EXPRESS 555 | B.A.T.              | 1.8  | 2.0  | 1.6  | 1.6  | 1.5  | 1.6  |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

|                                | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--------------------------------|------|------|------|------|------|------|
| <b>MARKET SEGMENTATION (%)</b> |      |      |      |      |      |      |
| <b>BY TASTE</b>                |      |      |      |      |      |      |
| FULL FLAVOR (10-12 MG)         | 87.7 | 85.4 | 82.5 | 80.7 | 79.3 | 78.2 |
| LIGHTS (6-10 MG)               | 9.9  | 10.5 | 12.7 | 14.6 | 16.0 | 16.5 |
| SUPERLIGHTS (0-5 MG)           | 2.4  | 4.1  | 4.8  | 4.7  | 4.6  | 5.3  |
| <b>BY BLEND %</b>              |      |      |      |      |      |      |
| UK                             | 49.0 | 38.2 | 31.8 | 32.0 | 30.6 | 29.3 |
| US                             | 48.2 | 59.5 | 66.1 | 65.5 | 67.4 | 68.2 |
| OTHERS                         | 2.8  | 2.3  | 2.1  | 2.4  | 2.0  | 2.5  |
| <b>PRICE SEGMENTATION (%)</b>  |      |      |      |      |      |      |
| ABOVE PREMIUM (4.50 AND ABOVE) | 3.7  | 3.1  | 2.2  | 2.0  | 1.8  | 0.8  |
| PREMIUM (4.00)                 | 59.9 | 56.7 | 49.2 | 47.1 | 47.7 | 52.2 |
| BELOW PREMIUM (3.50)           | 5.2  | 8.0  | 8.7  | 7.2  | 5.2  | 3.1  |
| MEDIUM (3.00)                  | 7.2  | 5.0  | 0.9  | 1.2  | 1.0  | 0.6  |
| LOW (2.50)                     | 8.9  | 8.5  | 12.4 | 12.9 | 23.6 | 32.6 |
| CHEAP (1.50-2.00)              | 15.2 | 18.7 | 26.6 | 29.6 | 20.7 | 10.7 |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

|   | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   |      | 2    | 2    | 2    | 2    | 2    |
| B) RADIO  |      | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                   |      | 2    | 2    | *2   | *2   | *2   |
| D) MAGAZINES                                    |      | *2   | *2   | >2   | *2   | *2   |
| E) COUPONS                                      |      | 2    | 2    | 2    | 2    | 2    |
| F) POINT OF SALE                                |      | 2    | **2  | 2    | 2    | 2    |
| G) BILLBOARDS                                   |      | 2    | 2    | 2    | 2    | 2    |
| H) CINEMA                                       |      | 2    | 2    | 2    | 2    | 2    |
| I) SAMPLING                                     |      | 2    | 2    | 2    | 2    | 2    |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | N/A | N/A | N/A | N/A |

**SPECIFIC T&N NUMBERS ON:**

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| A) PACKS       | YES | YES | YES | YES |
| B) CARTONS     | NO  | NO  | NO  | NO  |
| C) ADVERTISING | NO  | NO  | NO  | NO  |

\*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS BASED OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.

\*\*SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: SENEGAL

|   | 1986         | 1987         | 1988        | 1989        | 1990        | 1991        |
|---|--------------|--------------|-------------|-------------|-------------|-------------|
| <b>TOTAL CIGARETTE CONSUMPTION (MILLIONS)</b> | <b>2,129</b> | <b>2,020</b> | <b>1890</b> | <b>1819</b> | <b>1815</b> | <b>1724</b> |
| <b>PERCAPITA CONSUMPTION</b>                  | <b>325</b>   | <b>314</b>   | <b>286</b>  | <b>254</b>  | <b>248</b>  | <b>231</b>  |
| <b>COMPANY SHARES (%)</b>                     |              |              |             |             |             |             |
| 1) MTOA                                       | 44.5         | 34.0         | 28.3        | 36.4        | 53.3        | 47.6        |
| 2) ROTHMANS INTERNATIONAL                     | 8.1          | 9.5          | 8.8         | 9.6         | 16.7        | 21.7        |
| 3) PHILIP MORRIS                              | 20.7         | 28.6         | 29.3        | 29.0        | 20.0        | 20.9        |
| 4) SEITA                                      | 3.2          | 2.9          | 2.8         | 3.9         | 7.9         | 8.9         |
| 5) B.A.T.                                     | 6.4          | 10.3         | 18.6        | 14.3        | 1.8         | 0.9         |
| 6) REYNOLDS                                   | 13.1         | 13.6         | 11.9        | 6.4         | 0.2         | --          |
| 7) TABACOFINA                                 | 2.2          | 0.1          | --          | --          | --          | --          |
| OTHERS  | 1.8          | 1.0          | 0.3         | 0.4         | 0.0         | --          |
| <b>BRAND FAMILY SHARES (%)</b>                |              |              |             |             |             |             |
| BRAND NAME                                    | MANUFACTURER |              |             |             |             |             |
| 1) VIKING BLONDES                             | MTOA         | ---          | ---         | 2.5         | 8.3         | 30.5        |
| 2) MARLBORO                                   | P.M. (LIC.)  | 20.7         | 20.9        | 21.1        | 18.0        | 19.7        |
| 3) DUNHILL                                    | R.I.         | 2.9          | 4.3         | 3.1         | 5.7         | 12.3        |
| 4) CAMELIA                                    | MTOA         | 34.5         | 25.3        | 18.7        | 15.9        | 14.1        |
| 5) GAULOISES                                  | SEITA        | 2.3          | 2.4         | 2.0         | 3.4         | 7.5         |
| 6) PETER STUYVESANT                           | ROTHMANS     | 4.8          | 4.7         | 4.6         | 3.1         | 3.7         |
| 7) NELSON                                     | MTOA         | ---          | ---         | ---         | 6.7         | 5.6         |
| 8) JOB  | MTOA         | 6.1          | 5.8         | 5.0         | 4.1         | 2.2         |
| 9) ST. MORITZ                                 | R.I.         | 0.4          | 0.4         | 0.5         | 0.7         | 0.7         |
| 10) BENSON & HEDGES                           | BAT          | 5.5          | 5.7         | 5.4         | 3.8         | 1.3         |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**(SENEGAL)**

| <b>SEGMENTATION BY BLEND %</b> | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| US                             | 38.6        | 47.7        | 54.6        | 52.9        | 26.3        | 23.4        |
| UK                             | 15.6        | 17.5        | 18.5        | 22.8        | 49.4        | 54.4        |
| LOCAL                          | 45.6        | 34.5        | 26.6        | 22.5        | 18.3        | 15.2        |
| OTHERS                         | 0.2         | 0.4         | 0.3         | 1.7         | 6.0         | 7.0         |

**SEGMENTATION BY PRICE CATEGORY %**

|                      |             |             |             |             |             |             |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>ABOVE PREMIUM</b> | <b>0.8</b>  | <b>2.2</b>  | <b>2.2</b>  | <b>1.5</b>  | <b>2.5</b>  | <b>2.2</b>  |
| <b>PREMIUM</b>       | <b>28.8</b> | <b>31.1</b> | <b>30.3</b> | <b>28.7</b> | <b>32.8</b> | <b>38.0</b> |
| <b>HIGH</b>          | <b>14.0</b> | <b>7.5</b>  | <b>5.7</b>  | <b>4.2</b>  | <b>4.0</b>  | <b>3.7</b>  |
| <b>MEDIUM HIGH</b>   | <b>9.8</b>  | <b>25.6</b> | <b>36.0</b> | <b>40.5</b> | <b>44.4</b> | <b>42.9</b> |
| <b>MEDIUM LOW</b>    | <b>7.2</b>  | <b>3.5</b>  | <b>3.0</b>  | <b>6.4</b>  | <b>2.2</b>  | <b>1.4</b>  |
| <b>LOW</b>           | <b>39.4</b> | <b>30.1</b> | <b>22.8</b> | <b>18.7</b> | <b>14.2</b> | <b>11.8</b> |

**CIGARETTE ADVERTISING MEDIA AVAILABILITY**

- \*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

|                  |     |   |    |    |
|------------------|-----|---|----|----|
| A) TELEVISION    | 2   | 2 | 2  | 2  |
| B) RADIO         | 1   | 1 | *3 | *3 |
| C) NEWSPAPERS    | 1   | 1 | *3 | *3 |
| D) MAGAZINES     | 1   | 1 | *3 | *3 |
| E) COUPONS       | N/A | 1 | *3 | *3 |
| F) POINT OF SALE | 1   | 1 | *3 | *3 |
| G) BILLBOARDS    | 1   | 1 | *3 | *3 |
| H) CINEMA        | 1   | 1 | *3 | *3 |
| I) SAMPLING      | 2   | 1 | *3 | *3 |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | NO  | NO  | NO  | NO  |

\*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

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*PHILIP MORRIS INTERNATIONAL FACT BOOK*

(SENEGAL)

|                                     | <i>1986</i> | <i>1987</i> | <i>1988</i> | <i>1989</i> | <i>1990</i> | <i>1991</i> |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>SPECIFIC T&amp;N NUMBERS ON:</b> |             |             |             |             |             |             |
| A) PACKS                            |             |             | <i>YES</i>  | <i>YES</i>  | <i>YES</i>  | <i>YES</i>  |
| B) CARTONS                          |             |             | <i>NO</i>   | <i>NO</i>   | <i>NO</i>   | <i>NO</i>   |
| C) ADVERTISING                      |             |             | <i>NO</i>   | <i>NO</i>   | <i>NO</i>   | <i>NO</i>   |

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**PHILIP MORRIS INTERNATIONAL FACT BOOK**

NAME OF MARKET: SWEDEN

|   | <b>1986</b>  | <b>1987</b>  | <b>1988</b>  | <b>1989</b>  | <b>1990</b>  | <b>1991</b>  |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>11.2</b>  | <b>11.1</b>  | <b>11.2</b>  | <b>10.9</b>  | <b>10.6</b>  | <b>10.5</b>  |
| <b>PER CAPITA</b>                             | <b>1,337</b> | <b>1,322</b> | <b>1,325</b> | <b>1,283</b> | <b>1,235</b> | <b>1,224</b> |
| <b>COMPANY SHARES (%)</b>                     |              |              |              |              |              |              |
| 1) SWEDISH TOBACCO CO. (STA)                  | 87.1         | 87.2         | 86.9         | 85.9         | 85.3         | 84.7         |
| 2) PHILIP MORRIS                              | 10.0         | 9.9          | 10.0         | 11.0         | 11.3         | 11.8         |
| 3) B.A.T.                                     | 1.4          | 1.4          | 1.3          | 1.3          | 1.2          | 1.3          |
| 4) R.J. REYNOLDS                              | 0.7          | 0.7          | 0.8          | 1.0          | 1.1          | 1.3          |
| 5) BROWN & WILLIAMSON                         | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          |
| OTHERS  | 0.4          | 0.4          | 0.6          | 0.4          | 0.6          | 0.5          |

**BRAND SHARES %**

| <b>BRAND NAME</b> | <b>MANUFACTURER</b> | <b>1986</b> | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|-------------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1) BLEND          | STA                 | 34.4        | 35.8        | 36.5        | 37.4        | 38.2        | 37.9        |
| 2) PRINCE         | STA                 | 26.9        | 26.6        | 26.9        | 26.1        | 25.0        | 25.3        |
| 3) MARLBORO       | PM                  | 6.3         | 6.6         | 7.1         | 8.3         | 8.8         | 9.5         |
| 4) RIGHT          | STA                 | 6.0         | 6.7         | 7.1         | 7.3         | 8.0         | 8.5         |
| 5) JOHN SILVER    | STA                 | 7.1         | 6.7         | 6.4         | 5.8         | 5.5         | 5.2         |
| 6) COMMERCE       | STA                 | 6.5         | 5.9         | 5.2         | 4.8         | 4.2         | 3.8         |
| 7) GLENN          | STA                 | 2.8         | 2.6         | 2.3         | 2.2         | 2.0         | 1.8         |
| 8) BOND           | PM                  | 2.3         | 2.1         | 1.9         | 1.8         | 1.7         | 1.7         |
| 9) CAMEL          | RJR                 | 0.5         | 0.5         | 0.6         | 0.8         | 0.9         | 1.1         |
| 10) HOBSON        | STA                 | 1.4         | 1.3         | 1.2         | 1.1         | 1.0         | 0.9         |

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| (SWEDEN)                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| <b>MARKET SEGMENTATION (%)</b>         |      |      |      |      |      |      |
| <b>FILTER</b>                          | 93.4 | 94.0 | 94.4 | 94.9 | 95.5 | 95.8 |
| <b>NON-FILTER</b>                      | 6.6  | 6.0  | 5.6  | 5.1  | 4.5  | 4.2  |
| <b>PRICE SEGMENTATION (%)</b>          |      |      |      |      |      |      |
| <b>HIGH</b>                            | 42.2 | 40.1 | 39.6 | 39.1 | 37.7 | 38.4 |
| <b>LOW</b>                             | 57.8 | 59.9 | 60.4 | 60.9 | 62.3 | 61.6 |
| <b>TASTE CATEGORY SEGMENTATION (%)</b> |      |      |      |      |      |      |
| <b>FULL FLAVOR</b>                     | 44.0 | 42.5 | 41.5 | 40.1 | 37.2 | 35.6 |
| <b>LIGHTS</b>                          | 42.9 | 43.3 | 36.5 | 36.2 | 36.0 | 35.4 |
| <b>SUPERLIGHTS</b>                     | 4.4  | 5.0  | 12.6 | 16.2 | 17.2 | 19.3 |
| <b>MENTHOL</b>                         | 8.8  | 9.2  | 9.4  | 9.6  | 9.6  | 9.7  |
| <b>SEGMENTATION BY TAX CLASSES (%)</b> |      |      |      |      |      |      |
| <b>TAX CLASS I (EXPANDED)</b>          | 10.2 | 11.9 | 12.9 | 13.1 | 13.6 | 16.1 |
| <b>TAX CLASS I (REGULAR)</b>           | 47.6 | 48.0 | 47.5 | 47.8 | 48.4 | 47.3 |
| <b>TOTAL CLASS I</b>                   | 57.7 | 59.9 | 60.4 | 60.9 | 62.0 | 61.4 |
| <b>TAX CLASS II</b>                    | 42.3 | 40.1 | 39.6 | 39.1 | 38.0 | 38.6 |
| <b>SEGMENTATION BY PACK TYPE (%)</b>   |      |      |      |      |      |      |
| <b>BOX</b>                             | 52.7 | 55.3 | 58.3 | 61.3 | 63.7 | 65.0 |
| <b>SOFT</b>                            | 47.3 | 44.7 | 41.7 | 38.6 | 36.3 | 35.0 |
| <b>PRINCESS</b>                        | 0.0  | 0.0  | 0.0  | 0.1  | 0.0  | 0.0  |
| <b>10'S PACK</b>                       | 1.3  | 1.3  | 1.0  | 1.4  | 1.5  | 1.4  |
| <b>14'S PACK</b>                       | 0.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| <b>20'S PACK</b>                       | 98.6 | 98.7 | 99.0 | 98.6 | 98.5 | 98.6 |

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| (SWEDEN)  | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>SEGMENTATION BY TAR NUMBERS (%)</b>          |      |      |      |      |      |      |
| 21 MG +   | 6.4  | 5.9  | 5.4  | 4.9  | 4.3  | 4.0  |
| 16-20 MG  | 38.4 | 37.4 | 36.4 | 34.9 | 32.9 | 31.6 |
| 11-15 MG  | 43.7 | 43.5 | 43.6 | 43.9 | 42.9 | 41.2 |
| 6-10 MG   | 5.6  | 6.7  | 7.6  | 8.5  | 11.3 | 13.4 |
| 1-5 MG  | 5.7  | 6.5  | 6.8  | 7.7  | 8.7  | 9.9  |
| <b>SEGMENTATION BY SIZE (%)</b>                 |      |      |      |      |      |      |
| 67-75 MM  | 12.2 | 11.2 | 10.1 | 9.2  | 8.4  | 7.7  |
| 76-82 MM  | 46.9 | 49.8 | 52.8 | 54.6 | 56.5 | 56.9 |
| 83-85 MM  | 40.0 | 38.1 | 36.0 | 34.0 | 32.7 | 32.3 |
| 86 AND ABOVE                                    | 0.9  | 0.9  | 1.0  | 2.2  | 2.4  | 3.1  |
| <b>MENTHOL SEGMENTATION (%)</b>                 |      |      |      |      |      |      |
| MENTHOL   | 8.8  | 9.2  | 9.4  | 9.6  | 9.6  | 9.7  |
| NON-MENTHOL                                     | 91.2 | 90.8 | 90.6 | 90.4 | 90.4 | 90.3 |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   |      | N/A  | N/A  | N/A  |      | 2    |
| B) RADIO  |      | N/A  | N/A  | N/A  |      | 2    |
| C) NEWSPAPERS                                   |      | 3    | 3    | 3    |      | 3    |
| D) MAGAZINES                                    |      | 3    | 3    | 3    |      | 3    |
| E) COUPONS                                      |      | N/A  | 3    | 3    |      | 2    |
| F) POINT OF SALE                                |      | 3    | 3    | 3    |      | 3    |
| G) BILLBOARDS                                   |      | 2    | 2    | 3    |      | 2    |
| H) CINEMA                                       |      | *2   | 2    | 3    |      | 2    |
| I) SAMPLING                                     |      | 3    | 3    | 3    |      | 3    |

\*SINCE JULY 1, 1979

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(SWEDEN)

1986

1987

1988

1989

1990

1991

## **HEALTH WARNING & T&N LISTINGS**

**ANSWER EITHER: YES OR NO**

**WARNING ON:** A) PACKS  
B) CARTONS  
C) ADVERTISING

|            |            |            |            |
|------------|------------|------------|------------|
| <b>YES</b> | <b>YES</b> | <b>YES</b> | <b>YES</b> |
| <b>NO</b>  | <b>NO</b>  | <b>NO</b>  | <b>NO</b>  |
| <b>YES</b> | <b>YES</b> | <b>YES</b> | <b>YES</b> |

**SPECIFIC T&N NUMBERS ON:**

A) PACKS YES YES YES YES  
B) CARTONS NO NO NO NO  
C) ADVERTISING YES YES YES YES

2500058372

EEMA 57

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: SWITZERLAND**

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>15.8</b>  | <b>15.9</b>  | <b>15.9</b>  | <b>16.0</b>  | <b>15.9</b>  | <b>16.1</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>2,426</b> | <b>2,436</b> | <b>2,395</b> | <b>2,392</b> | <b>2,319</b> | <b>2,330</b> |
| <b>COMPANY SHARES (%)</b>                     |              |              |              |              |              |              |
| 1) PHILIP MORRIS                              | 37.3         | 38.0         | 38.4         | 39.7         | 41.7         | 42.9         |
| 2) B.A.T.                                     | 19.6         | 19.3         | 19.2         | 18.5         | 18.8         | 19.5         |
| 3) BURRUS                                     | 22.9         | 22.4         | 21.3         | 20.6         | 18.8         | 17.3         |
| 4) REYNOLDS                                   | 7.0          | 8.0          | 9.0          | 9.6          | 9.6          | 9.7          |
| 5) ROTHMANS (LAURENS)                         | 5.7          | 5.4          | 5.5          | 5.2          | 5.1          | 5.0          |
| 6) RINSOZ & ORMOND                            | 5.8          | 5.3          | 4.9          | 4.7          | 4.4          | 4.1          |
| 7) REEMTSMA                                   | 1.6          | 1.6          | 1.5          | 1.5          | 1.4          | 1.5          |
| OTHERS  | 0.1          | 0.2          | 0.2          | 0.2          | 0.2          | 0.0          |

**BRAND FAMILY SHARES (%)**

| BRAND NAME       | MANUFACTURER  | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|------------------|---------------|------|------|------|------|------|------|
| 1) MARLBORO      | PHILIP MORRIS | 17.1 | 17.8 | 18.5 | 19.9 | 21.4 | 22.3 |
| 2) MURATTI       | PHILIP MORRIS | 10.0 | 9.7  | 9.4  | 9.1  | 9.0  | 9.0  |
| 3) PARISIENNE    | BURRUS        | 10.4 | 10.1 | 9.8  | 9.4  | 8.8  | 8.3  |
| 4) SELECT        | BURRUS        | 11.1 | 11.0 | 10.5 | 10.1 | 8.9  | 8.0  |
| 5) MARYLONG      | B.A.T.        | 8.3  | 8.0  | 7.8  | 7.4  | 7.5  | 7.7  |
| 6) CAMEL         | REYNOLDS      | 5.8  | 6.6  | 7.3  | 7.7  | 7.6  | 7.6  |
| 7) BRUNETTE      | PHILIP MORRIS | 6.6  | 6.3  | 6.0  | 5.5  | 5.4  | 5.3  |
| 8) BARCLAY       | B.A.T.        | 4.6  | 4.7  | 4.8  | 4.7  | 4.8  | 5.3  |
| 9) PHILIP MORRIS | PHILIP MORRIS | 1.1  | 1.5  | 2.0  | 2.7  | 3.2  | 3.6  |
| 10) GAULOISES    | R & O         | 4.8  | 4.4  | 4.2  | 3.9  | 3.7  | 3.4  |

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EEMA 58

| <u>(SWITZERLAND)</u>                            | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>MARKET SEGMENTATION (%)</b>                  |      |      |      |      |      |      |
| <b>FILTER</b>                                   | 96.8 | 97.0 | 97.2 | 97.3 | 97.5 | 97.7 |
| <b>NON-FILTER</b>                               | 3.2  | 3.0  | 2.8  | 2.7  | 2.5  | 2.3  |
| <b>TASTE CATEGORY SEGMENTATION (%)</b>          |      |      |      |      |      |      |
| <b>FULL FLAVOR (11 MG AND OVER)</b>             | 51.1 | 49.8 | 48.2 | 46.8 | 46.0 | 44.4 |
| <b>LIGHTS (6-10 MG)</b>                         | 27.6 | 28.1 | 29.0 | 29.6 | 29.6 | 30.2 |
| <b>EXTRA LIGHTS (0-5 MG)</b>                    | 21.2 | 22.1 | 22.7 | 23.6 | 24.4 | 25.4 |
| <b>SEGMENTATION BY PACK TYPE (%)</b>            |      |      |      |      |      |      |
| <b>BOX</b>                                      | 41.9 | 44.3 | 46.8 | 49.9 | 52.8 | 55.2 |
| <b>SOFT</b>                                     | 55.7 | 53.4 | 51.0 | 48.1 | 45.3 | 43.0 |
| <b>OTHERS</b>                                   | 2.4  | 2.3  | 2.2  | 2.0  | 1.9  | 1.8  |
| <b>SEGMENTATION BY TOBACCO TYPE (%)</b>         |      |      |      |      |      |      |
| <b>BLENDED</b>                                  | 50.3 | 52.4 | 54.5 | 71.8 | 76.8 | 75.2 |
| <b>MARYLAND</b>                                 | 40.1 | 38.8 | 37.2 | 20.4 | 17.9 | 18.0 |
| <b>BLACK</b>                                    | 6.4  | 5.8  | 5.4  | 5.0  | 4.6  | 4.2  |
| <b>OTHERS</b>                                   | 3.2  | 3.0  | 2.9  | 2.8  | 2.7  | 2.6  |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   |      | 2    | 2    | 2    | 2    | 2    |
| B) RADIO  |      | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                   |      | 1    | 1    | *3   | **3  |      |
| D) MAGAZINES                                    |      | 1    | 1    | *3   | **3  |      |
| E) COUPONS                                      |      | *2   | 2    | 2    | *2   |      |
| F) POINT OF SALES                               |      | 1    | 1    | 1    | 1    | 1    |
| G) BILLBOARDS                                   |      | 3    | 3    | *3   | ***3 |      |
| H) CINEMA                                       |      | 3    | 3    | *3   | *3   | *3   |
| I) SAMPLING                                     |      | 3    | 3    | 3    | 3    | ***3 |

\*BANNED BY INDUSRTY AGREEMENT.

\*\*PRESS AIMED AT YOUTH (AND BY LAW).

\*\*\*PUBLIC BANNED IN CERTAIN TOWNS (AND BY LAW).

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EEMA 59

| <u>(SWITZERLAND)</u>   | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>HEALTH WARNING &amp; T&amp;N LISTING</b><br><b>ANSWER EITHER: YES OR NO</b> |                |      |      |      |      |      |
| WARNING ON:  | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>  |                |      |      |      |      |      |
|  | A) PACKS       | YES  | YES  | YES  | YES  | YES  |
|  | B) CARTONS     | NO   | NO   | NO   | NO   | NO   |
|  | C) ADVERTISING | NO   | NO   | NO   | NO   | NO   |

2500058375

EEMA 60

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET:** TUNISIA

|  | 1986                | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|---------------------|------|------|------|------|------|
| <b>TOTAL MARKET (BILLIONS)</b>             | 7.4                 | 7.4  | 7.4  | 7.5  | 8.3  | 8.7  |
| <b>PER CAPITA CONSUMPTION</b>              | 1028                | 1012 | 985  | 944  | 1060 | 1040 |
| <b>COMPANY SHARES (%)</b>                  |                     |      |      |      |      |      |
| 1)MONOPOLIES (RNTA/MTK)                    | 98.6                | 98.3 | 97.1 | 96.9 | 96.6 | 96.9 |
| 2)PHILIP MORRIS                            | 0.4                 | 0.5  | 1.1  | 1.4  | 1.5  | 1.5  |
| 3)SEITA                                    | 0.6                 | 1.0  | 1.5  | 1.5  | 1.5  | 1.3  |
| OTHER IMPORTS                              | 0.4                 | 0.2  | 0.3  | 0.2  | 0.4  | 0.3  |
| <b>COMPANY SHARES - IMPORTS (%)</b>        |                     |      |      |      |      |      |
| 1)PHILIP MORRIS                            | 26.2                | 31.5 | 37.6 | 43.3 | 44.9 | 48.1 |
| 2)SEITA                                    | 41.5                | 58.7 | 50.5 | 48.2 | 44.5 | 42.1 |
| 3)R.J. REYNOLDS                            | 11.7                | 6.4  | 9.4  | 7.0  | 7.7  | 7.3  |
| 4)ROTHMANS INTERNATIONAL                   | 9.1                 | 0.6  | 1.2  | --   | --   | --   |
| OTHERS                                     | 11.5                | 2.8  | 1.3  | 1.5  | 2.9  | 2.5  |
| <b>% BRAND FAMILY SHARES - IMPORTS (%)</b> |                     |      |      |      |      |      |
| <b>BRAND NAME</b>                          | <b>MANUFACTURER</b> |      |      |      |      |      |
| 1)MARLBORO                                 | PM                  | 19.9 | 24.9 | 32.1 | 39.7 | 40.8 |
| 2)ROYALE                                   | SEITA               | 36.6 | 54.3 | 48.6 | 44.9 | 41.6 |
| 3)CAMEL                                    | RJR                 | 3.3  | 3.9  | 4.0  | 3.4  | 4.4  |
| 4)LARK                                     | PM                  | 5.2  | 6.1  | 5.0  | 3.2  | 3.6  |
| 5)GAULOISES                                | SEITA               | 3.5  | 2.6  | 1.6  | 2.4  | 2.3  |
| 6)MORE                                     | RJR                 | 1.8  | 1.2  | 1.4  | 1.2  | 1.1  |
| 7)WINSTON                                  | RJR                 | 4.3  | 0.6  | 3.7  | 1.9  | 1.9  |
| 8)GITANES                                  | SEITA               | .15  | 1.9  | 0.2  | 0.9  | 0.7  |
| 9)BENSON & HEDGES                          | BAT                 | 2.3  | 0.2  | 0.2  | 0.4  | 0.8  |
| 10)SALEM                                   | RJR                 | 1.2  | ---  | 0.3  | 0.4  | 0.5  |

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EEMA 61

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**(TUNISIA)**

|  | <b>1986</b>    | <b>1987</b> | <b>1988</b> | <b>1989</b> | <b>1990</b> | <b>1991</b> |
|--|----------------|-------------|-------------|-------------|-------------|-------------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |             |             |             |             |             |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |             |             |             |             |             |
| A) TELEVISION                                    |                | 2           | 2           | 2           | 2           | 2           |
| B) RADIO   |                | 2           | 2           | 2           | 2           | 2           |
| C) NEWSPERS                                      |                | 1           | 1           | 1           | 1           | 1           |
| D) MAGAZINES                                     |                | 1           | 1           | 1           | 1           | 1           |
| E) COUPONS                                       |                | 2           | 2           | 2           | 2           | 2           |
| F) POINT OF SALE                                 |                | 1           | 1           | 1           | 1           | 1           |
| G) BILLBOARDS                                    |                | 3           | 3           | 3           | 3           | 3           |
| H) CINEMA  |                | 3           | 3           | 3           | 3           | 3           |
| I) SAMPLING                                      |                | 3           | 3           | 3           | 3           | 3           |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |             |             |             |             |             |
| ANSWER EITHER: YES OR NO                         |                |             |             |             |             |             |
| WARNING ON:                                      | A) PACKS       |             | NO          | NO          | NO          | NO          |
|  | B) CARTONS     |             | NO          | NO          | NO          | NO          |
|  | C) ADVERTISING |             | NO          | NO          | NO          | NO          |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |             |             |             |             |             |
|  | A) PACKS       |             | NO          | NO          | NO          | NO          |
|  | B) CARTONS     |             | NO          | NO          | NO          | NO          |
|  | C) ADVERTISING |             | NO          | NO          | NO          | NO          |

2500058377

EEMA 62

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: TURKEY**

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>65.3</b>  | <b>71.8</b>  | <b>68.8</b>  | <b>74.5</b>  | <b>76.7</b>  | <b>76.6</b>  |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1,278</b> | <b>1,400</b> | <b>1,320</b> | <b>1,420</b> | <b>1,367</b> | <b>1,318</b> |

**COMPANY SHARES OF TOTAL MARKET (%)**

|                           |      |      |      |      |      |      |
|---------------------------|------|------|------|------|------|------|
| 1) TEKEL                  | 89.1 | 85.0 | 85.7 | 84.1 | 79.6 | 84.9 |
| 2) PHILIP MORRIS          | 9.4  | 13.3 | 12.3 | 13.7 | 17.7 | 13.2 |
| 3) R.J. REYNOLDS          | 0.5  | 0.8  | 1.1  | 1.2  | 1.5  | 1.1  |
| 4) RINSOZ & ORMOND        | 0.4  | 0.4  | 0.5  | 0.5  | 0.4  | 0.3  |
| 5) BAT                    | 0.3  | 0.3  | 0.3  | 0.4  | 0.5  | 0.3  |
| 6) ROTHMANS INTERNATIONAL | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  |
| OTHERS                    | ---  | ---  | ---  | ---  | 0.1  | ---  |

**BRAND FAMILY SHARES OF TOTAL MARKET (%)**

**BRAND NAME**

|              |      |      |      |      |      |      |
|--------------|------|------|------|------|------|------|
| 1)MALTEPE    | 55.5 | 54.2 | 56.2 | 53.1 | 46.8 | 46.7 |
| 2)SAMSUN     | 16.5 | 17.9 | 18.8 | 19.0 | 19.0 | 19.3 |
| 3)MARLBORO   | 9.0  | 12.3 | 10.0 | 10.8 | 14.6 | 11.2 |
| 4)TEKEL 2000 | ---  | ---  | ---  | 2.1  | 5.8  | 10.4 |
| 5)BIRINCI    | 7.6  | 6.5  | 5.4  | 5.0  | 4.1  | 4.6  |
| 6)PARLIAMENT | 0.4  | 1.1  | 2.2  | 2.8  | 3.1  | 2.1  |
| 7)CAMEL      | 0.2  | 0.5  | 0.8  | 1.0  | 1.3  | 0.9  |
| 8)BAFRA      | 3.7  | 2.1  | 2.0  | 1.5  | 1.1  | 1.1  |
| 9)TOKAT      | 3.0  | 2.1  | 1.3  | 1.3  | 1.1  | 0.9  |
| 10)BITLIS    | 1.9  | 1.6  | 1.3  | 1.2  | 0.9  | 0.8  |

**MARKET SEGMENTATION (%)**

|            |      |      |      |      |      |      |
|------------|------|------|------|------|------|------|
| FILTER     | 90.3 | 91.8 | 93.1 | 93.6 | 94.9 | 94.3 |
| NON-FILTER | 9.7  | 8.2  | 6.9  | 6.4  | 5.1  | 5.7  |

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EEMA 63

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

|  | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
| <b>COMPANY SHARES OF IMPORTED SEGMENT (%)</b>      |      |      |      |      |      |      |
| 1) PHILIP MORRIS                                   | 86.5 | 88.6 | 85.8 | 86.0 | 86.7 | 87.5 |
| 2) R.J. REYNOLDS                                   | 5.0  | 5.2  | 7.5  | 7.3  | 7.2  | 7.0  |
| 3) B.A.T.  | 2.6  | 1.8  | 1.8  | 2.3  | 2.3  | 2.0  |
| 4) RINSOZ & ORMOND                                 | 3.5  | 2.9  | 3.3  | 3.0  | 2.2  | 1.9  |
| 5) ROTHMANS INTERNATIONAL                          | 2.0  | 1.2  | 1.4  | 1.1  | 1.0  | 1.2  |
| OTHERS   | 0.5  | 0.3  | 0.2  | 0.3  | 0.6  | 0.6  |
| <b>BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)</b> |      |      |      |      |      |      |
| 1) MARLBORO  | 82.9 | 81.6 | 70.6 | 68.2 | 71.6 | 73.8 |
| 2) PARLIAMENT                                      | 3.6  | 7.0  | 15.2 | 17.8 | 15.1 | 13.7 |
| 3) CAMEL   | 2.1  | 3.1  | 5.8  | 6.1  | 6.4  | 6.1  |
| 4) SAMSUN  | 3.5  | 2.5  | 3.2  | 2.9  | 2.1  | 1.4  |
| 5) SALEM   | 0.8  | 0.8  | 0.7  | 0.8  | 0.8  | 0.9  |
| 6) BARCLAY   | ---  | ---  | 0.1  | 0.7  | 0.8  | 0.8  |
| 7) HB  | 0.4  | 0.4  | 0.5  | 0.7  | 0.7  | 0.6  |
| 8) KENT  | 1.3  | 0.9  | 0.8  | 0.7  | 0.7  | 0.5  |
| 9) ROTHMANS  | 1.2  | 0.8  | 0.8  | 0.6  | 0.6  | 0.4  |
| 10) PETER STUYVESANT                               | ---  | ---  | ---  | ---  | ---  | 0.4  |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

|  | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|------|------|------|------|------|------|
|--|------|------|------|------|------|------|

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- \*NOTATIONS: 1) YES
- 2) BANNED
- 3) RESTRICTED

|                  |    |    |   |   |
|------------------|----|----|---|---|
| A) TELEVISION    | 2  | 2  | 2 | 2 |
| B) RADIO         | 2  | 2  | 2 | 2 |
| C) NEWSPAPERS    | 1  | 1  | 1 | 1 |
| D) MAGAZINES     | 1  | 1  | 1 | 1 |
| E) COUPONS       | *1 | *1 | 1 | 1 |
| F) POINT OF SALE | 1  | 1  | 1 | 1 |
| G) BILLBOARDS    | 1  | 1  | 1 | 1 |
| H) CINEMA        | 1  | 1  | 1 | 1 |
| I) SAMPLING      | 1  | 1  | 1 | 1 |

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

|             |                |      |      |        |     |
|-------------|----------------|------|------|--------|-----|
| WARNING ON: | A) PACKS       | YES  | YES  | YES    | YES |
|             | B) CARTONS     | NO   | NO   | NO     | NO  |
|             | C) ADVERTISING | **NO | **NO | ***YES | YES |

SPECIFIC T&N NUMBERS ON:

|                |    |    |    |    |
|----------------|----|----|----|----|
| A) PACKS       | NO | NO | NO | NO |
| B) CARTONS     | NO | NO | NO | NO |
| C) ADVERTISING | NO | NO | NO | NO |

\*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.

\*\*NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISEMENTS BY/AGREED WITH TEKEL.

\*\*\*PRESS

2500058380

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC**

|   | 1986         | 1987         | 1988         | 1989         | 1990         | 1991         |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b> | <b>2.3</b>   | <b>2.2</b>   | <b>2.3</b>   | <b>2.6</b>   | <b>2.9</b>   | <b>2.8</b>   |
| <b>PER CAPITA CONSUMPTION</b>                 | <b>1,680</b> | <b>1,560</b> | <b>1,600</b> | <b>1,721</b> | <b>1,710</b> | <b>1,555</b> |
| <b>COMPANY SHARES (%)</b>                     |              |              |              |              |              |              |
| 1)B.A.T.                                      | 34.9         | 34.9         | 29.5         | 29.4         | 29.2         | 27.4         |
| 2)PHILIP MORRIS                               | 16.8         | 19.2         | 19.3         | 19.4         | 22.0         | 26.1         |
| 3)R.J. REYNOLDS                               | 3.3          | 3.2          | 13.0         | 19.5         | 22.1         | 20.4         |
| 4)ROTHMANS INTERNATIONAL                      | 33.4         | 30.4         | 26.7         | 20.3         | 16.7         | 16.2         |
| 5)BROWN & WILLIAMSON                          | 3.1          | 3.9          | 4.8          | 5.0          | 4.1          | 3.7          |
| 6)GALLAHER                                    | 3.8          | 3.0          | 2.3          | 2.0          | 1.7          | 1.7          |
| OTHERS  | 4.5          | 5.3          | 4.6          | 4.5          | 4.2          | 4.5          |

**BRAND FAMILY SHARES %**

| <b>BRAND NAME</b>   | <b>MANUFACTURER</b> | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---------------------|---------------------|------|------|------|------|------|------|
| 1)MARLBORO          | PHILIP MORRIS       | 16.1 | 18.3 | 18.3 | 17.7 | 18.1 | 21.2 |
| 2)DORCHESTER        | R.J. REYNOLDS       | 0.1  | 0.3  | 4.3  | 8.2  | 11.4 | 13.4 |
| 3)WILLS GOLD FLAKE  | B.A.T.              | ---  | ---  | 2.0  | 9.9  | 12.6 | 11.4 |
| 4)ROTHMANS          | R.I.                | 19.7 | 17.8 | 14.8 | 11.1 | 8.9  | 8.4  |
| 5)DUNHILL           | R.I.                | 10.1 | 9.0  | 8.4  | 6.7  | 5.4  | 5.6  |
| 6)PLAYERS GOLD LEAF | B.A.T.              | 13.7 | 12.0 | 9.4  | 6.3  | 5.2  | 5.4  |
| 7)GOLD COAST        | R.J. REYNOLDS       | 0.5  | 0.8  | 5.3  | 7.9  | 7.8  | 4.7  |
| 8)L&M               | PHILIP MORRIS       | 0.1  | 0.1  | 0.2  | 1.0  | 3.3  | 4.2  |
| 9)CAPSTAN           | B.A.T.              | 2.9  | 4.4  | 5.0  | 4.2  | 3.9  | 3.3  |
| 10)BENSON & HEDGES  | B.A.T.              | 5.7  | 5.6  | 4.4  | 3.7  | 3.5  | 3.3  |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

|   | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
|---|------|------|------|------|------|------|
| <b>MARKET SEGMENTATION (%)</b>                  |      |      |      |      |      |      |
| <b>BY TASTE</b>                                 |      |      |      |      |      |      |
| FULL FLAVOR (10-12 MG)                          | 88.7 | 85.8 | 81.9 | 80.1 | 79.3 | 79.4 |
| LIGHTS (6-10 MG)                                | 9.7  | 12.4 | 16.0 | 17.8 | 18.6 | 18.6 |
| SUPERLIGHTS (0-6 MG)                            | 1.6  | 1.8  | 2.2  | 2.1  | 2.0  | 2.0  |
| <b>BY BLEND</b>                                 |      |      |      |      |      |      |
| UK  | 73.2 | 69.4 | 63.6 | 62.1 | 61.8 | 62.0 |
| US  | 24.7 | 27.8 | 34.2 | 36.5 | 37.8 | 37.6 |
| OTHERS  | 2.1  | 2.8  | 2.2  | 1.4  | 0.4  | 0.4  |
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b> |      |      |      |      |      |      |
| *NOTATIONS: 1) YES                              |      |      |      |      |      |      |
| 2) BANNED                                       |      |      |      |      |      |      |
| 3) RESTRICTED                                   |      |      |      |      |      |      |
| A) TELEVISION                                   |      | 2    | 2    | 2    | 2    | 2    |
| B) RADIO  |      | 2    | 2    | 2    | 2    | 2    |
| C) NEWSPAPERS                                   |      | 1    | 1    | 1    | 1    | 1    |
| D) MAGAZINES                                    |      | 1    | 1    | 1    | 1    | 1    |
| E) COUPONS                                      |      | 1    | 1    | 1    | 1    | 1    |
| F) POINT OF SALE                                |      | 1    | 1    | 1    | 1    | 1    |
| G) BILLBOARDS                                   |      | 3    | 3    | 3    | 3    | 3    |
| H) CINEMA                                       |      | 3    | 3    | 1    | 1    | 1    |
| I) SAMPLING                                     |      | 1    | 1    | 1    | 1    | *1   |

**HEALTH WARNING & T&N LISTINGS**

ANSWER EITHER: YES OR NO

|             |                |     |     |     |     |
|-------------|----------------|-----|-----|-----|-----|
| WARNING ON: | A) PACKS       | YES | YES | YES | YES |
|             | B) CARTONS     | NO  | NO  | NO  | NO  |
|             | C) ADVERTISING | YES | YES | YES | YES |

**SPECIFIC T&N NUMBERS ON:**

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| A) PACKS       | YES | YES | YES | YES |
| B) CARTONS     | NO  | NO  | NO  | NO  |
| C) ADVERTISING | NO  | NO  | NO  | NO  |

\*FOR MAJOR EVENTS, MUNICIPALITY APPROVAL IS REQUIRED.

**PHILIP MORRIS INTERNATIONAL FACT BOOK**

**NAME OF MARKET:** YUGOSLAVIA

|   | 1986                | 1987               | 1988               | 1989               | 1990               | 1991 |
|---|---------------------|--------------------|--------------------|--------------------|--------------------|------|
| <b>TOTAL CIGARETTE CONSUMPTION (BILLIONS)</b>     | <b>55.1</b>         | <b>55.1</b>        | <b>59.2</b>        | <b>56.8</b>        | <b>54.2</b>        |      |
| <b>PER CAPITA CONSUMPTION</b>                     | <b>2371</b>         | <b>2350</b>        | <b>2510</b>        | <b>2400</b>        | <b>2300</b>        |      |
| <b>MARKET SEGMENTATION (%)</b>                    |                     |                    |                    |                    |                    |      |
| <b>LICENSEE</b>                                   | <b>15.8</b>         | <b>19.9</b>        | <b>20.8</b>        | <b>16.3</b>        | <b>21.2</b>        |      |
| <b>LOCAL BRANDS</b>                               | <b>84.2</b>         | <b>80.1</b>        | <b>79.2</b>        | <b>83.7</b>        | <b>75.6</b>        |      |
| <b>IMPORTS</b>                                    | <b>---</b>          | <b>---</b>         | <b>---</b>         | <b>---</b>         | <b>3.2</b>         |      |
|   | <small>1.8</small>  | <small>2.3</small> | <small>3.4</small> | <small>2.1</small> | <small>4.6</small> |      |
| <b>COMPANY SHARES - LICENSEE SEGMENT (%)</b>      |                     |                    |                    |                    |                    |      |
| 1) BRINKMANN/BAT                                  | 74.3                | 68.7               | 72.0               | 71.9               | 64.7               |      |
| 2) PHILIP MORRIS                                  | 11.7                | 10.9               | 11.4               | 16.3               | 22.5               |      |
| 3) R.J. REYNOLDS                                  | 2.2                 | 4.2                | 4.0                | 1.5                | 4.2                |      |
| 4) AUSTRIAN TABAKWERKE                            | 6.0                 | 7.3                | 6.6                | 5.8                | 3.0                |      |
| 5) ROTHMANS INTERNATIONAL                         | 2.3                 | 1.7                | 2.2                | 2.1                | 2.4                |      |
| 6) BROWN & WILLIAMSON                             | 0.9                 | 3.8                | 1.6                | 1.0                | 2.4                |      |
| 7) REEMTSMA                                       | 2.6                 | 3.4                | 2.1                | 1.4                | 0.8                |      |
| OTHERS  | ---                 | ---                | 0.1                | ---                | ---                |      |
| <b>BRAND FAMILY SHARES - LICENSEE SEGMENT (%)</b> |                     |                    |                    |                    |                    |      |
| <b>BRAND NAME</b>                                 | <b>MANUFACTURER</b> |                    |                    |                    |                    |      |
| 1) LORD   | BRINKMANN           | 67.8               | 59.3               | 67.6               | 69.6               | 64.7 |
| 2) MARLBORO                                       | PHILIP MORRIS       | 9.9                | 8.2                | 7.4                | 10.4               | 16.8 |
| 3) BOND STREET                                    | PHILIP MORRIS       | 1.8                | 2.8                | 4.0                | 5.9                | 5.6  |
| 4) WINSTON  | R.J. REYNOLDS       | 1.8                | 3.3                | 3.9                | 1.4                | 4.2  |
| 5) MIDE SORTE                                     | ATW                 | 6.0                | 7.3                | 6.6                | 5.8                | 3.0  |
| 6) DUNHILL  | R.I.                | 2.2                | 1.7                | 2.2                | 2.1                | 2.4  |
| 7) KENT   | B&W                 | 0.9                | 3.8                | 1.6                | 1.0                | 2.4  |
| 8) ASTOR  | REEMTSMA            | 2.6                | 3.4                | 2.1                | 1.4                | 0.8  |
| 9) HB   | BAT                 | 6.5                | 9.4                | 4.3                | 2.3                | ---  |
| 10) CAMEL   | R.J. REYNOLDS       | 0.4                | 0.8                | 0.2                | 0.1                | ---  |

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(YUGOSLAVIA)

|  | 1986           | 1987 | 1988 | 1989 | 1990 | 1991 |
|--|----------------|------|------|------|------|------|
| <b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>  |                |      |      |      |      |      |
| *NOTATIONS: 1) YES<br>2) BANNED<br>3) RESTRICTED |                |      |      |      |      |      |
| A) TELEVISION                                    |                | *2   |      | 2    |      | 2    |
| B) RADIO   |                | *2   |      | 2    |      | 2    |
| C) NEWSPAPERS                                    |                | *2   |      | 2    |      | 2    |
| D) MAGAZINES                                     |                | *3   |      | 2    |      | 2    |
| E) COUPONS                                       | N/A            |      | 2    |      | 2    |      |
| F) POINT OF SALE                                 | 3              |      | 3    |      | 1    |      |
| G) BILLBOARDS                                    |                | 2    |      | 2    |      | 2    |
| H) CINEMA  |                | 2    |      | 2    |      | 2    |
| I) SAMPLING                                      | **3            |      | 2    |      | 2    |      |
| <b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>     |                |      |      |      |      |      |
| ANSWER EITHER: YES OR NO                         |                |      |      |      |      |      |
| WARNING ON:                                      | A) PACKS       |      | NO   | NO   | NO   |      |
|  | B) CARTONS     |      | NO   | NO   | NO   |      |
|  | C) ADVERTISING |      | NO   | NO   | NO   |      |
| <b>SPECIFIC T&amp;N NUMBERS ON:</b>              |                |      |      |      |      |      |
|  | A) PACKS       |      | NO   | NO   | NO   |      |
|  | B) CARTONS     |      | NO   | NO   | NO   |      |
|  | C) ADVERTISING |      | NO   | NO   | NO   |      |

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